



**Fit Small
Business**

MEDIA KIT



About Us

Small business owners have limited amounts of time and money.

With this in mind, Fit Small Business conducts extensive research for our articles. We try products, talk with business owners, and interview industry experts. Our buyer's guides, "how to" explainers, and product reviews fill in the gaps on what business owners need to know.

It's our mission to deliver the best answers to people's questions.

QUICK FACTS

87%
of traffic is driven
by organic SEO

130k+
Email Subscribers

18k+
Keywords in Top 3
organic SERP spots



2.5 MILLION

Avg Monthly Visitors



Reader Intent

As the majority of our traffic is driven from organic search, our reader is reaching our content when they are looking for a solution. Our long-form, expert written content intercepts and nurtures buyer intent by educating the reader; driving real results for partners.



Editorial Expertise

Our writers are real-world experts — they have been educators, certified public accountants, insurance agents, lawyers, credit advisors, investment advisors, and of course, small business owners.



Trust

The recommendations we make are editorially independent based on the expertise and independent analysis of our writers — not just our partner affiliations.

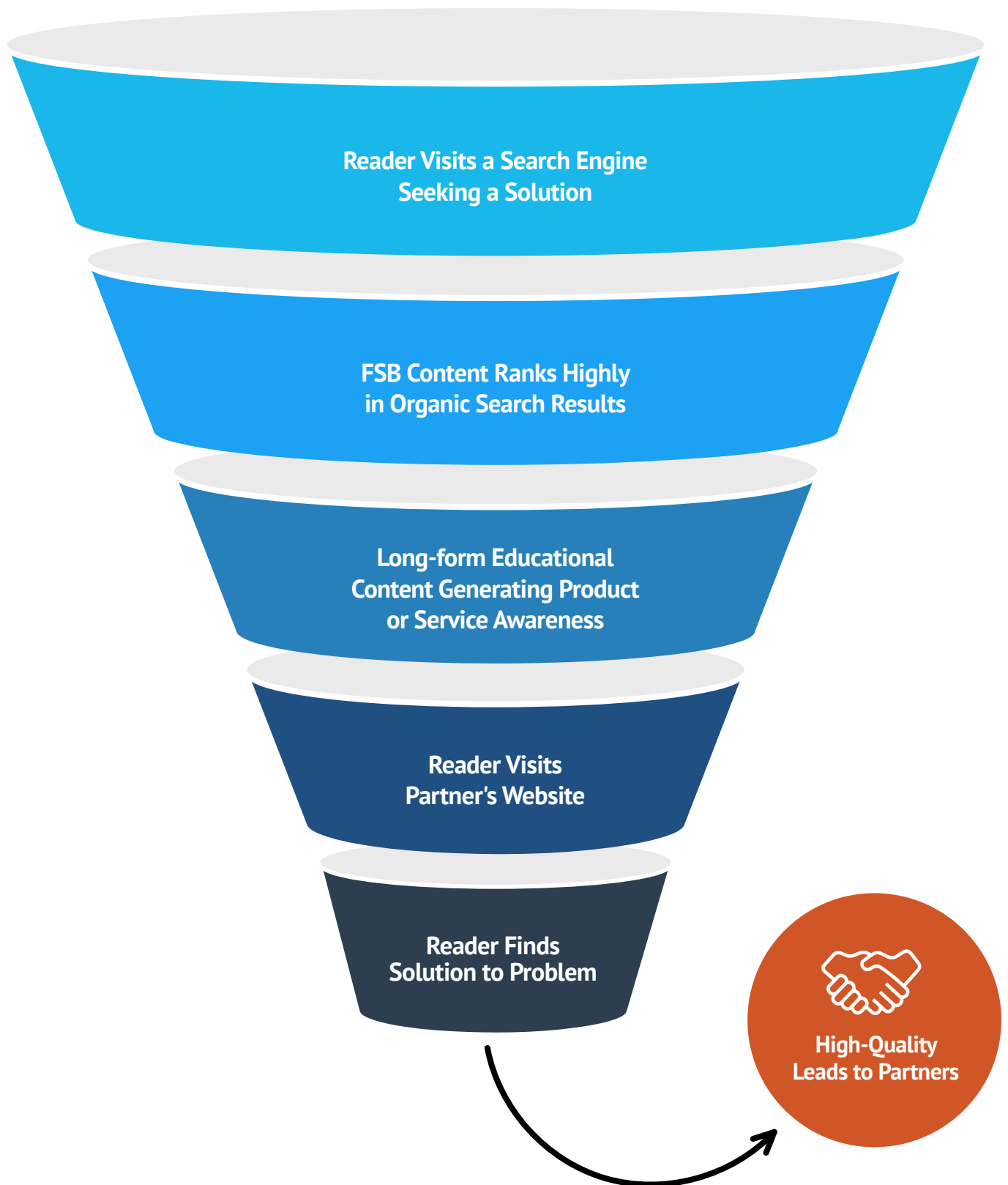
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"Fit Small Business has been a key part of our marketing mix at Azlo. Their staff of writers always overdeliver in their reviews and articles and the leads they send are more than qualified."

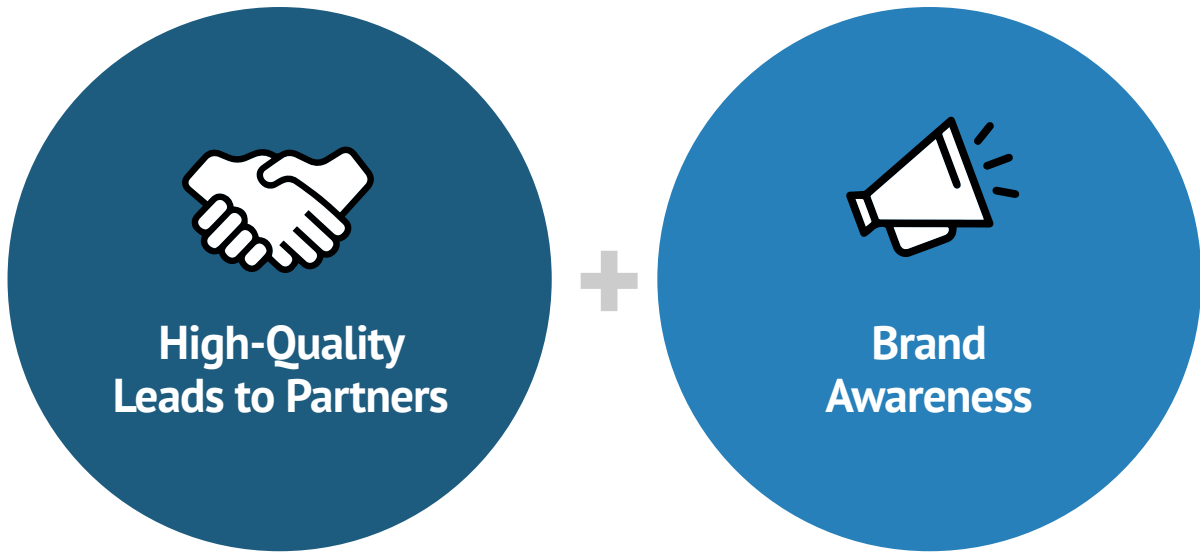
Chris Slowik

Director of Customer Acquisition, Azlo

Understanding the Reader Journey



The Value for Our Partners



...a reader consumes our content—so, what happens next?

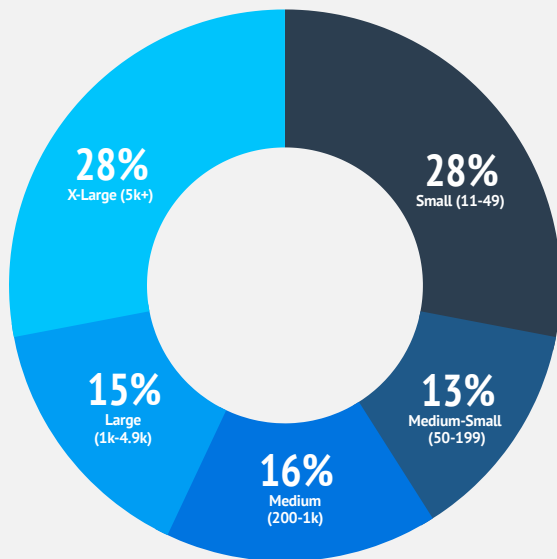
- ✓ 35% of our readers convert straight from clicks.*
- ✓ On average, another 13% of our readers convert within a 24-hour window of consuming our content and the other 52% convert after 24 hours.



Bottom line? Our content sticks.

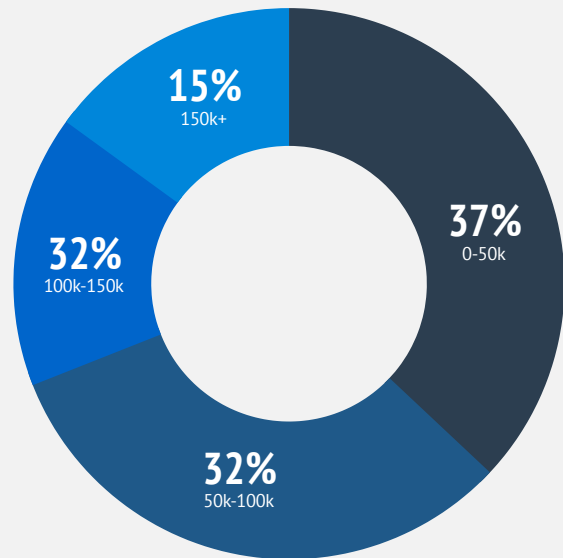
Audience Demographics

READERSHIP BUSINESS SIZE



- 41% have 199 employees or fewer
- 16% have 200- 1,000 employees

HOUSEHOLD INCOME



- 31% are above \$100,000
- 15% are above \$150,000

“

...their [Fit Small Business] team understands the intersection between our service and its audience well, and we've partnered at many levels from strong, relevant actionable business content to sponsorship programs.”

Mindy Brandon,
Partnerships, Rocket Lawyer

What Are Our Partners Saying?

"...Fit Small Business has helped us understand the needs of small business owners, and get in front of prospects at the right time and place. I'd like to add on that the team at Fit Small Business is wonderful and very easy to work with. Their partnership means a lot to us!"

Robin Henery,
Affiliate Partnerships Specialist,
Bigcommerce

"A reliable lead source, Fit Small Business has consistently contributed to our growth efforts at Market Leader. Since the beginning of our partnership, we've continued to be impressed by their professional team and ability to strategize to achieve mutual success."

Cady Buscher,
Marketing Manager,
Market Leader

"... I have worked with the Fit Small Business team for nearly 4 years and admire their ability to marry journalistic levels of content with great partnerships. They have a unique offering in the space relative to the competitive set and continue to open new doors in the world of solid small business content."

Frank Torres,
Senior Marketing Manager,
Guidant Financial

SOME OF OUR PARTNERS





Questions?

Interested in
our advertising
opportunities?

Get in touch!

info@fit-small-business.com

 **Fit Small Business**

WE UNDERSTAND SMALL BUSINESSES BECAUSE WE ARE A SMALL BUSINESS.

FITSMALLBUSINESS.COM