



FitPregnancy.com
a lil' taste

A NATURAL EXTENSION OF THE FIT PREGNANCY BRAND

just the facts

1,950,000 ave. pageviews/month

300,000 ave. uniques/month

4.3 ave. pages per session

200,000 Opt-in Email Database
registered users

Source: Google Analytics

our users

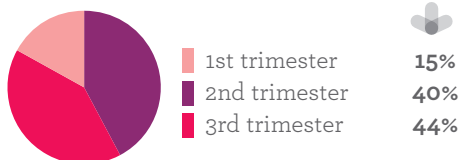
Median Age **29.5**

Average HHI **\$76,539**

Att/Grad College **90%**

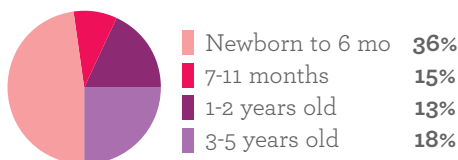
Employed **73%**

Pregnant **71%**



First-Time Mom **68%**

Kids in the House*



52% of FitPregnancy.com
users read *Fit Pregnancy*.

Source: 2011 FitPregnancy.com Online User Survey

* Based on those who filled out the survey and have children