



MEDIA KIT

WHO WE ARE

Fin vs Fin is a portfolio of popular product review sites that focus on health and wellness. We work with medical professionals and other subject-matter experts to create in-depth brand comparisons that helps shoppers make healthier purchases. Our product reviews have been featured in many prominent publications including:



We work with medical professionals to continuously review our articles and keep them up to date.



Since 2018, our team has invested thousands of hours testing and researching wellness platforms.



Hundreds of thousands of shoppers trust our research to make health-related purchases every month.

OUR PROPERTIES

We currently own and operate six wellness-focused websites:



[FinVsFin.com](https://finvsfin.com)

A popular review and comparison site for D2C wellness lovers.



[ZenmasterWellness.com](https://zenmasterwellness.com)

A modern review site focused on wellness, especially mental health.



[WellnessConversations.com](https://wellnessconversations.com)

A review site comparing Asia's most innovative health + wellness startups.



[FitnessMasterly.com](https://fitnessmasterly.com)

Home gym comparisons + exercise equipment reviews for fitness enthusiasts.

OUR AUDIENCE

Geographical Distribution



500k+

unique monthly
visitors

56%

are men (44% female)

11%

of visitors click through
to brand partners

16%

of visitors who click
through purchase

HOW WE WORK WITH BRANDS



Today we are partnered with 400+ wellness brands as an affiliate, referring thousands of new customers each month for a wide range of health conditions. Our organic content helps the world's most popular telehealth platforms scale efficiently with authentic third-party validation.

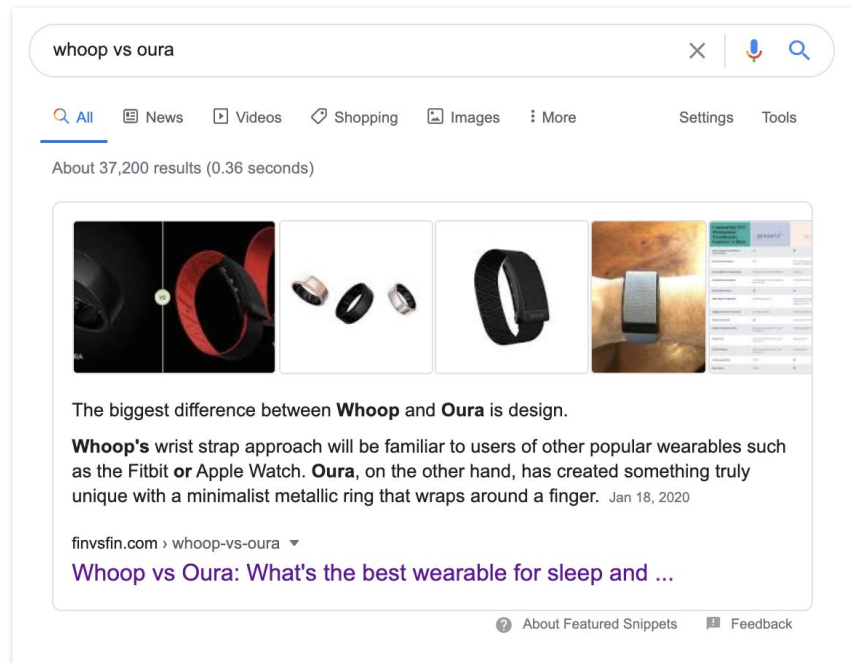
Simply put, we can position your brand amongst competitors with more credibility than you can by yourself. Our partners see incredible long-term ROI.

1. PERFORMANCE-BASED AFFILIATE

Attract more shoppers from organic search

We partner with brands on a CPA basis to drive incremental shoppers via in-depth product reviews and comparisons.

Leave the SEO to us and only pay for success – whether that's a qualified lead, free trial, purchase, or subscriber.







2. SPONSORED ARTICLES + PLACEMENTS

Outshine the competition

Leverage the awareness of competing brands and reach shoppers as they weigh options. Our comparison charts and popup banners insert your offering into the conversation by highlighting:

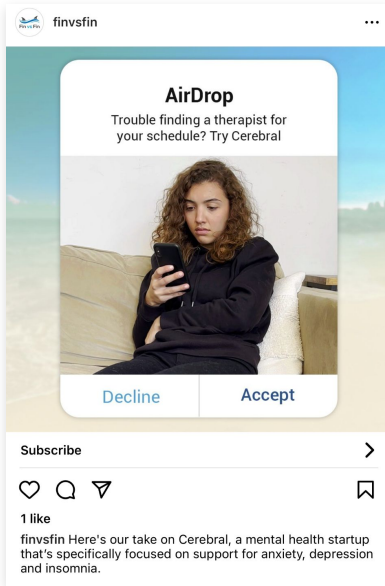
- Product effectiveness
- Discounts or promotional pricing
- Customer testimonials
- Ease of purchase & ongoing use
- Exceptional customer service
- Your secret sauce 🔥



Period Subscription Comparison: Lola vs Cora vs Kali				
	LOLA	CORA	kali	
Modern Fertility vs Everlywell vs LetsGetChecked: Best At-Home Fertility Kits				
Price	\$159	\$159	\$89-\$139 (Save 20% with code FINVSFIN20)	Tampons, pads & liners Wipettes Beauty Products
Time to get results	2-5 days	2-5 days	2-5 days	100% organic cotton tampons and pads
Collection method	At-home finger prick or Quest Diagnostics Lab visit	At-home finger prick	At-home finger prick	Europe
Hormones measured	Depends on your birth control	Estradiol, LH, FSH, Total Testosterone, TSH	Depends on test choice	Tampons: \$16 for 32 \$0.50 each Pads: \$14 for 20 \$0.70 each
Fast required	Depends on your birth control	✗	✓	20% off first box with code kali20
Community	✓	✗	✗	1, 2 or 3 months
Support	✓	✓	✓	Free
Personalized Report	✓	✓	✓	Donates feminine products to homeless shelters across the US & supports a nonprofit called Girl Up
Quiz	✓	✗	✓	
CLIA Certified Labs	✓	✓	✓	
Accepts insurance	✗	✗	✗	
Accepted payment through HSA/FSA	✓	✓	✗	
Available in:	USA, except New York, New Jersey, and Rhode Island	USA, except New York, New Jersey, and Rhode Island	USA, except New York, New Jersey, Maryland and Rhode Island	

3. SOCIAL WHITELISTING

Convert higher quality customers with a 3rd party recommendation



We also improve return on ad spend (ROAS) across FB, IG, and Pinterest by:

1. Granting you access to advertise on our social media accounts
2. Allowing you to serve ads from our handles that lend 3rd party validation and points to your dedicated review

On average, partners who leverage social whitelisting for retargeting see **2x higher LTV at the same CAC**

4. PAID MEDIA ARBITRAGE

Scale SEM / PPC with our head-to-head shopper campaigns

Ad · <https://www.finvsfin.com/hair-loss>

Top 5 Men's Hair Loss Products - Compare Pricing & Reviews

Review the Top 5 **Hair Loss** Treatments to Find The **Best** Meds for Your Head Online! Compare the Top Products for Men. Start A Free Trial Today And Keep Your **Hair** Forever.

Double down on PPC with inclusion in a comparison page. Access multiple paid placements in addition to your own, and push out competitors from the top three.




Best Hair Regrowth Treatments for Men

We reviewed the top FDA-approved products that have been clinically-proven to prevent hair loss for most men.

Last updated April 15, 2022

We may collect commissions from purchases made through our links.



Here's what our **medically-certified** team recommends:

Happy Head #3

2-in-1 topical spray that's custom to you

TRY HAPPY HEAD

hims #1

Risk free 90-day money back guarantee

TRY HIM

Keeps #2

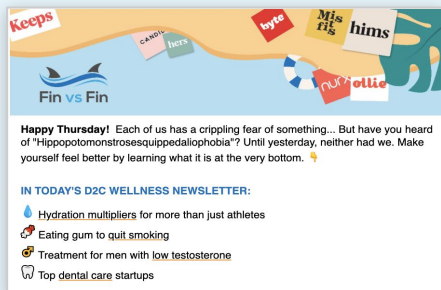
FDA-approved hair loss prescriptions for 50% off

TRY KEEPS

5. MORE PARTNERSHIP OPPORTUNITIES

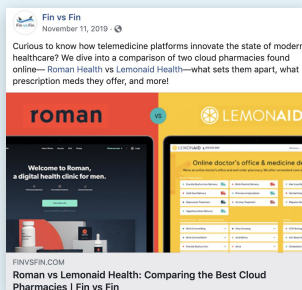
Reach wellness shoppers who aren't looking for you yet

Beyond search, promote your product(s) to consumers with hyper-relevant contextual placements in our sites, newsletter, and socials.



5. Email Newsletter

Get featured in our monthly [email](#) to ~2k subscribers



6. Organic Social

Sponsor UGC to reach shoppers on IG, FB, & Pinterest



7. Timely Display

Try a dedicated popup at 25% scroll on contextually relevant articles



OUR TEAM

Who are we?

With over 20 years of combined marketing experience, our team is pretty obsessed with efficient growth. We're SEO-nerds who've also spent millions on ads, scaled affiliate programs, and repeatedly hit aggressive revenue targets -- so we know what it's like to be in your shoes. With a remote team of 20+ writers, designers, & builders, we continue to grow and love coming up with creative ways to help our partners do the same!



Alex Goldberg

Founder, Fin vs Fin

[Linkedin](#)

CONTACT US

Ready to partner?

contact@finvsfin.com

