



MEDIA KIT

WHO WE ARE



[Fin vs Fin](#) is a credible product review site focused on consumer wellness. We help online shoppers discover and compare brands that promote healthy and balanced lifestyles.

Our content ranks well on search engines, and we work with hundreds of D2C brands to convert high-intent queries into efficient growth.

OUR AUDIENCE

Geographical Distribution



200k+

unique visitors
per month

9%

click through to
brand partners

16%

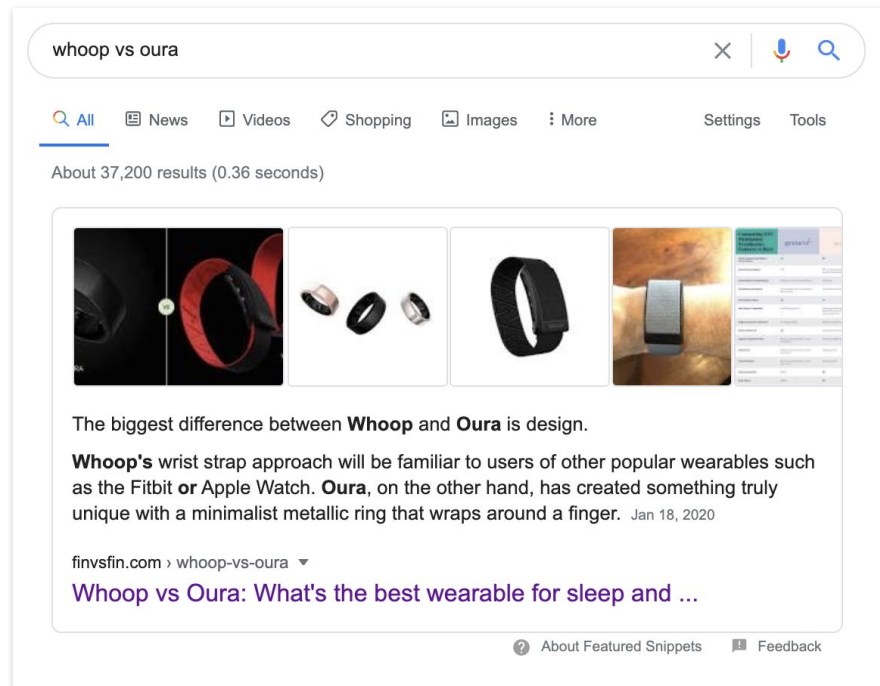
purchase
post-click from
finvsfin.com

PARTNERSHIP OPPORTUNITIES

Get more shoppers from organic search

We can partner on a CPC or CPA basis to drive incremental shoppers to your site.

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



PARTNERSHIP OPPORTUNITIES

Outshine your competition

We insert your brand into the conversation right when shoppers are evaluating competitors, and help you stand out by highlighting:

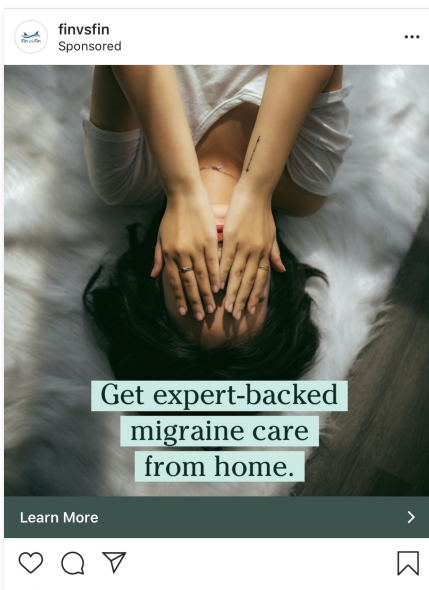
- Your key product differentiators
- Introductory pricing or free trials
- Ease of purchase and promos
- Positive customer experiences



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)	
Time to get results	2-5 days	2-5 days	2-5 days	
Collection method	At-home finger prick or Quest Diagnostics Lab visit	At-home finger prick	At-home finger prick	
Hormones measured	Depends on your birth control	Estradiol, LH, FSH, Total Testosterone, TSH	Depends on test choice	
Fast required	Depends on your birth control	✗	✓	
Community	✓	✗	✗	
Support	✓	✓	✓	
Personalized Report	✓	✓	✓	
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	

PARTNERSHIP OPPORTUNITIES

Convert higher quality customers via paid social



We also can help you improve ROAS on Facebook and Instagram by:

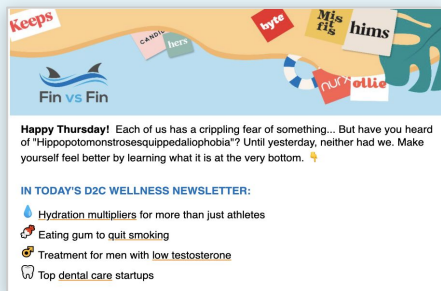
1. Granting you access to advertise on our social accounts.
2. Allowing you to target and serve ads pointing to your dedicated review on [Fin vs Fin](#).

Partners who leverage our social handles for paid ads see **2x higher LTV at the same CAC**

PARTNERSHIP OPPORTUNITIES

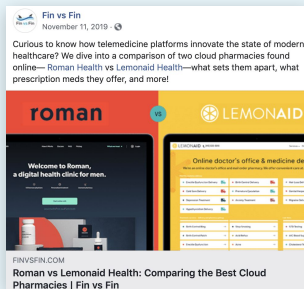
Reach wellness shoppers looking for related products

We can also help introduce your brand to consumers who aren't searching for your product yet with hyper-relevant contextual placements.



Monthly Newsletter

Get featured in our weekly wellness [email](#) to over 1k subscribers



Organic Social

Sponsor content to reach our audience on IG, FB, & Pinterest



Timely Pop-Ups

Promote an offer via a dedicated popup at 50% scroll on relevant articles.



OUR PORTFOLIO

Leverage our family of web properties in addition to Fin vs Fin



[FitnessMasterly](#)

A product review site covering the latest exercise and fitness equipment for home gym rats.



[Pupfection](#)

A community for dog owners with helpful tips for grooming, improving nutrition, training, and more!



[ZenMaster](#)

A modern review site focused on mental health services that help reduce anxiety and promote more balance.



OUR TEAM

With over 20 years of combined marketing experience, we're pretty obsessed with efficient growth. We're SEO-nerds who've spent millions on ads, scaled affiliate programs, and committed to seemingly impossible revenue targets -- so we know what it's like to be in your shoes. With a remote team of 15+, we continue to grow and would love to help you do the same!



Healy Jones

Co-founder

[Linkedin](#)



Alex Goldberg

Co-founder

[Linkedin](#)



CONTACT US

Let's grow together!

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