

# **Life of a Fighter LTD**

## **Media Kit**

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## ***Proposal***

Life of a Fighter LTD offers your company a wide variety of opportunities to reach an untapped and expanding market. Your company will have the opportunity to advertise their services and/or products in an array of Life of a Fighter media channels, including our Website, Podcast, Video segments, Social Media Network, and Newsletter. The ability to sponsor LOF “Fighters” is also available, in the form of Official Sponsor Listing, Competition Apparel Patches, Warm Up Apparel Patches, and Logo Placement on Apparel and Sponsor Banner.

With a multi-channel communication strategy that reaches a market consisting of both males and female averaging 18-40 years old, with an average income in excess of \$60,000, it is apparent why advertising with Life of a Fighter LTD is a sensible and beneficial step in your company’s marketing strategy.

## ***Domains***

Life of a Fighter LTD currently owns the following URLs. They redirect to a single website. The ownership of multiple domains increases internet exposure, therefore essentially tripling the value of your advertising investment with Life of a Fighter LTD.

[www.TheLifeofaFighter.com](http://www.TheLifeofaFighter.com)

[www.LifeofaFighter.com](http://www.LifeofaFighter.com)

[www.MikeCaulo.com](http://www.MikeCaulo.com)

[www.BestMMASupplement.com](http://www.BestMMASupplement.com)

[www.bestsportssupplement.com](http://www.bestsportssupplement.com)

## ***Mission Statement***

Life of a Fighter LTD provides varying perspectives from Health professionals, and LOF “fighters” along with a large network of the health and fitness community reaching over 100,000 people. The diversity and caliber of our staff provides a unique and more in depth view than found on other similar venues. Life of a Fighter LTD also strives to make available the best content, products and services to our consumers.

## ***Target Markets***

As a web based company, Life of a Fighter LTD is inherently global.

Life of a Fighter LTD’s material is generally targeted to the Male and Female Demographic of ages 18-40 years old that are knowledgeable or looking to gain knowledge with regards to a healthy lifestyle.

Life of a Fighter LTD also looks to expose those who are unaware of the benefits of health and fitness to it, in hopes of providing them a new avenue of self-fulfilment and

enjoyment.

## ADVERTISING PACKAGES

<b>Bronze Package</b>				
<i>Website</i>	<i>Podcast</i>	<i>Social Media</i>	<i>Newsletter</i>	<i>Sponsorship</i>
-Mention with Link on Website		-Single Mention on Facebook Fan Page & Twitter	-Horizontal Banner Ad	To Be Determined
<b>Silver Package</b>				
<i>Website</i>	<i>Podcast</i>	<i>Social Media</i>	<i>Newsletter</i>	<i>Sponsorship</i>
-Banner ad on sidebar	-30 Second commercial, - Sponsorship of 1 segment	-Two Mentions on Facebook Fan Page & Twitter	-Horizontal Banner Ad	To Be Determined
<b>Gold Package</b>				
<i>Website</i>	<i>Podcast</i>	<i>Social Media</i>	<i>Newsletter</i>	<i>Sponsorship</i>
-Banner ad on sidebar, -Ad in Blog Newsfeed	-30 second commercial, - Sponsorship of 2 segments	-Three Mentions on Facebook Fan Page & Twitter over month	-Monthly Horizontal Banner Ad	To Be Determined
<b>Ultimate Package</b>				
<i>Website</i>	<i>Podcast</i>	<i>Social Media</i>	<i>Newsletter</i>	<i>Sponsorship</i>
-Banner ad on sidebar of every page, -Ads in Blog Newsfeed	-Sponsorship of entire podcast, including all 3 segments, and 2 30 second commercials	-Five Mentions on Facebook Fan Page & Twitter	-Monthly Horizontal Banner Ad	To Be Determined