

Media Kit



BESTALLERGYsites
allergic living just got easier

Best Allergy Sites

Our Mission

Best Allergy Sites is the web's first and largest directory of general allergy, food allergy and intolerance web sites and blogs.

Best Allergy Sites serves both as an allergy guide and social networking community. By connecting consumers with the resources, education, information, support and products they need--Best Allergy Sites focus is to make living with allergies and Celiac disease easier.



Our Services

Best Allergy Sites is an online information resource guide, social networking community and directory of the best allergy friendly companies and websites available today. Our site is easy to use and broken down into the following main categories:

- Allergy and Gluten Free Guide
- Allergy and Gluten Free Directory
- Allergy and Gluten Free Community
- The Latest Research and News

Our Founder

Ruth LovettSmith is an allergy sufferer, mother of a food allergic child and avid allergy advocate, volunteer and writer.

Her experiences have led her to work with the Asthma Allergy Foundation of America as a volunteer support group team leader and as a member of the New England Chapters Board of Directors.

She has organized online twitter parties for the food allergy and Celiac community and has enjoyed working with sponsors such as General Mills and Allergic Living Magazine among others.

Best Allergy Sites Statistics

Traffic

From 1,500 unique visits at site launch in March of 2009 to 9,500 unique visits in January 2012. Current traffic remains at 7,000-9,000+ unique visits and over 15,000+ page views a month.

Social Media

We are extremely active in online social networking communities. With nearly 1,000 fans on our facebook page and 3,000+ twitter followers; we are connected with the food allergy and gluten free community. Our current email list is at 300+ and growing daily.

Top Landing Keywords

We receive consistent search engine referrals for the following keywords: allergy sites, best allergy sites, food allergy websites, allergy guide, egg free, gluten free, peanut and egg free candy, Epi-Pen carriers and more.

Internet Referrals

We've received link referrals from over 530 domains including boston.com, usatoday.com, npr.org, treehugger.com, allergicliving.com and are recommended by numerous allergists. We were also an About.com Reader's Choice finalist and listed as one of the Best Online Food Allergy Support Sites of 2012.

“Anyone with food allergies or a food-allergic individual in the family should bookmark Best Allergy Sites—an extraordinary resource founded by allergy advocate Ruth LovettSmith that connects people with the support, products and information they need. It's truly a one-stop source of vital information.” *Kate Jackson - Editor, Today's Diet and Nutrition Magazine*

Why Advertise with Best Allergy Sites?

- Build brand awareness
- Drive traffic to your site
- Reach the key purchasers in families and homes
- Cost effective method of reaching large numbers of people
- Focused target audience that need food allergy-aware businesses
- Connect with newly diagnosed individuals and families
- Important and growing segment of market*

****Allergic diseases affect as many as 40 to 50 million Americans. In 2007, approximately 3 million children under the age of 18 were reported to have a food or digestive allergy.***

American Academy of Allergy Asthma and Immunology.

Advertising Rates and Information

Ad Rates:

\$40 per month

Ad Sizes:

300 by 100 pixels for sidebar ads

Ad Placement:

Ads are placed on a first come first served basis. Sidebar ads appear on our front page and all other pages that include a sidebar.

Other Opportunities:

Best Allergy Sites offers other advertising options priced on a case by case basis including but not limited to:

- Ad placements before or after posts
- Ad placements on specific pages
- Company announcements or other articles
- Newsletter advertising
- Site Supporter Opportunities
- Sponsorships
- Twitter Party Marketing Events

“As the name suggests, this site is a one-stop shop for the very best food allergy and intolerance websites on the net. Founded by Ruth LovettSmith, an allergy advocate, it includes hand-picked information about allergists, restaurants and bakeries, support groups, food allergy news and more.”. *Woman's Day Magazine*

Contact Information

To advertise with us, or for more information, contact:

Ruth LovettSmith

ruth@bestallergysites.com

774.279.2439

Additional Informational Links

Directory Submissions Information:

<http://www.bestfoodallergysites.com/submit/>

Testimonials:

<http://www.bestallergysites.com/press/what-people-are-saying/>