

Our goal is to provide a wide variety of lively and authoritative content, packed with photos and illustrations. Our content includes timely and historical information, technical presentations, and interviews.

Our articles and forums cover a wide variety of martial arts, including karate, judo, jujutsu, aikido, kung fu, and the sword arts. The site is not associated with any specific school, style or organization, nor limited to Asian martial arts.

Many of our contributors are well-known martial artists, historians or published authorities. Our editors and other staff members include industry experts, editors and journalists, all experts in their arts or fields of knowledge.

In just two years we have become one of the premier martial arts sites on the web and have received outstanding acclaim from both readers and other martial arts publications.

Monthly Statistics:

(This statistic represents the number of unique hosts recorded during a month)

(This statistic is represents unique visitors x pages viewed by each visitor. For example, if one visitor reads 5 pages, that is 5 "unique page views". If the visitor reloads any of the pages, they are not counted in the "unique page views" but are counted in the total page views)

(The growth of the forums accounts for a large percentage of the "reloads" as people move from one thread to another. Although counted as "reloads" because of the way the tracking system works, many of these are actually "unique" views.)

Ad inventory exceeds
320,000 impressions per month (64,000+ page views times 5 ad positions = 320,000+)

FightingArts readership growth has exploded over the past 6 months. From about 31,000 unique views in April 2002 to a record 41,000+ in July 2002. The growth continues as we are on track for yet another record 46, 000 unique views and over 64,000 total page views in August 2002.



Reader Profile

FightingArts.com attracts a wide variety of Martial Arts readers, most with experience.

Our readers are well educated, sophisticated, and knowledgeable in the martial arts, with a high percentage of teachers, instructors, and those with an active interest in history, technique and the martial arts in general.

82% Male

60% in the 25-45 age range

- 67% at least some college

- Over 50 % Management, professional or technical

- 46% income over

\$35,000

10 Years + 54%

5-10 Years 19%

1-5 Years 21%

0-1 Year 6%

tell us that the articles are the right level for them.

visit the site at least once a week.

spend at least 6 hours per week on the site.

spend at least 21 minutes per typical visit.

What Readers Are Saying

"I must congratulate you and your staff for such informative articles. Our school has benefited so much from your hard work and dedication to the martial arts. Keep up the hard work and may you be richly blessed for your efforts."

"Outstanding! Again, I am very impressed by the quality of your articles. However, I am not surprised, considering the quality of your contributors".

"Great work, as usual. Keep it coming. Wonderfully refreshing that someone with class is continuing to publish historical and authentic articles about Karatedo."

"Your site is great. The internet is becoming congested with martial arts websites that are poorly written and full of ridiculous claims. Fightingarts.com is well written and informative. I highly recommend this site to anyone who is serious about traditional martial arts!"

"I have just finished exploring your wonderful site. Firstly my congratulations to your team for an outstanding effort! The site has the potential to be the most comprehensive site available on the fighting arts."

"I came upon a link to your "Presidential Judo" article. I was quite impressed with the content and quality of the article; but particularly excited about the professionalism of your entire on-line magazine. The appearance is really user-friendly and the content is all valid- a combination that is far too rare in martial arts publications from any media."

"Wonderful! I have searched long and hard for a well done, professional, and most of all DIGNIFIED Martial Arts site, and FightingArts.com is it! Please keep up the quality. As a police officer and student, I appreciate the well-written and practical articles. My heart felt thanks! "



Advertising & Rate Info

FightingArts.com can provide a variety of standard and custom ad campaigns. Ads can also be augmented by articles supplied by the customer and/or reviews of products.

Lock in your rate with a Site Sponsorship or long term ad campaign that will keep your rates fixed at today's level, even as readership grows.

The top position full-size banner is the most visible because it appears at the very top of the screen in any browser. The industry standard banner is 468x60 pixels

Base Rate \$0.03 per impression (\$30 per thousand impressions, minimum 10,000)

The bottom position appears at the bottom of the page and as such, is not nearly as visible as the top banner.

Base Rate: \$0.01 per impression (\$10 per thousand impressions, minimum 10,000)

There are three side positions for vertical banners and square buttons. The top position always appears on the top screen of the page.

The industry standard vertical banner is 120x240 pixels.

Base Rate:

Position 1 - \$0.02 per impression (\$20 per thousand impressions, minimum 10,000)

Position 2 - \$0.018 per impression (\$18 per thousand impressions, minimum 10,000)

Position 3 - \$0.015 per impression (\$15 per thousand impressions, minimum 10,000)

The industry standard vertical banner is 125x125 pixels.

Base Rate:

Position 1 - \$0.018 per impression (\$18 per thousand impressions, minimum 10,000)

Position 2 - \$0.016 per impression (\$16 per thousand impressions, minimum 10,000)

Position 3 - \$0.013 per impression (\$13 per thousand impressions, minimum 10,000)

are available for ad campaigns over 30,000 impressions or long-duration campaigns. Custom ad campaigns are available to meet your needs. Contact us for details.



Advertising & Rate Info

Site Sponsorships are custom campaigns and are available at very attractive rates. Site Sponsors are guaranteed a percentage of the total impressions in the top banner position at a rate that does not change over the life of the sponsorship period. This is a very cost-effective way to advertise because as we grow, your exposure increases with no increase in your cost. In addition, exposure for Site Sponsors can be enhanced with additional text links, editorial coverage or product reviews. Contact us to discuss a Site Sponsorship tailored to meet your needs.

Our professional designers can create a banner for you.

We can provide several options:

Our professional designers can provide a single web page on the FightingArts.com servers. This page may contain information and pictures about the advertiser's product, along with ordering information or direct online ordering. Contact us for a customized quote.

Our design team can create a complete web presence for your business, including web site design, graphics, web hosting and programming. Contact us for a quote.

FightingArts.com can link your ad to our automated web order page. Buyers can then purchase on line. For more information contact our Advertising Department.

For more information contact our Advertising Department:
