



Flora & Vino

MEDIA KIT

Social Media Partnerships & More

SPRING 2023





About Flora & Vino

Hi, I'm Lauren!

I'm passionate about plant-based eating, wellness, and fitness. I'm an advocate for mental health awareness and a striving minimalist. When I'm not in the kitchen, I love movement (running, hiking, climbing, and yoga). I founded Flora & Vino in 2017 as a way to share my passions with others. I enjoy sharing recipes and lifestyle posts on Instagram to inspire and connect with others.

Flora & Vino promotes healthy and balanced living through whole foods plant-based recipes. All of my recipes are vegan, gluten-free, and refined sugar-free. Many also have oil-free and grain-free options to support your unique lifestyle. The recipes focus on simple ingredients and kitchen techniques that are easy to find and follow. Flora & Vino strives to make plant-based eating exciting, beautiful, and delicious.

SERVICES

Food Photography

Recipe Development

Social Media Content Creation

Fitness, Health, & Wellness

Reach & Traffic



106K

Total Social Media Reach



512K

Monthly Unique Visitors @veganhealthylifestyle



94.5

Followers on @flora_and_vino



2K

Followers on @floraandvino



500

Average Story Views



1.5K

Followers on @flora_and_vino



8K

Average Reel Views



35K

Monthly Page Views

Partnership Opportunities

Instagram Post Package

Recipe creation featuring branded product, social posting on Instagram, and edited photos with product inclusion

STARTING AT \$750

TikTok Post

Recipe creation featuring branded product, TikTok video shared on TikTok

STARTING AT \$500

Instagram Reel Package

Recipe creation featuring branded product, Instagram reel creation, including cover image

STARTING AT \$1000

Social Post Bundles

Recipe creation featuring branded product, permanent social post on blog, including amplification post on Instagram, Instagram reel, TikTok video, and Five - Ten (5-10) edited photos

STARTING AT \$2000

Please inquire for exclusive recipe creation, lifestyle posts, and custom packages.

Paid Partnership Examples



Eden Foods



SunButter

Paid Partnership Examples



Soom Foods



Chia Smash

Audience Demographics

TOP COUNTRIES

United States: 59%
Canada: 10%
United Kingdom: 8%
Australia: 7%

TOP STATES

California 12%
New York: 9%
Texas: 6%
Illinois: 5%

TOP CITIES

New York: 6%
Chicago: 3%
Los Angeles: 3%
Atlanta: 2%

TOP AGES

18-24: 15%
25-34: 26%
35-44: 22%
45-54: 16%

GENDER

Female: 75%
Male: 25%





Let's Chat!

If you'd like more information or are interested in partnering with Flora & Vino, please contact:

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