

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



 $\begin{array}{l} 8K \\ \text{Average Reel Views} \end{array}$



35KMonthly 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



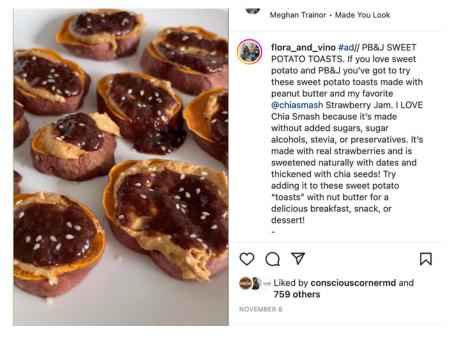
SunButter



Paid Partnership Examples



Soom Foods



Chia Smash



Audience Demographics

TOP COUNTRIES

TOP STATES

United States: 59% Canada: 10% United Kingdom: 8% Australia: 7% California 12% New York: 9% Texas: 6% Illinois: 5%

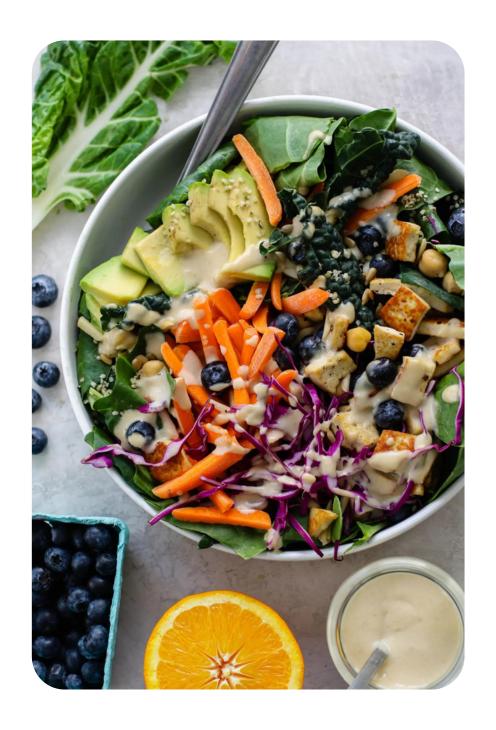
TOP CITIES

TOP AGES

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

NAME Lauren Price
TITLE Founder, CEO

EMAIL lauren@floraandvino.com

CELL 703-673-6148

