

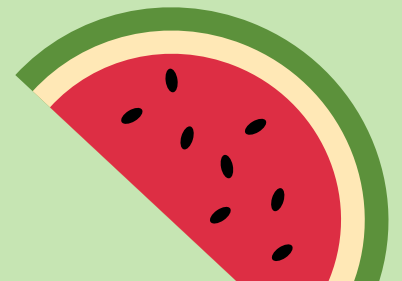
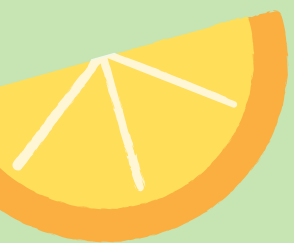


One Bite Vegan

One bite is all it takes to make a change!

MEDIA KIT

2019





8K+



1k



2.4k



1k

One Bite Vegan's Mission

One Bite Vegan is a unique and creative platform that focuses on food related content and a vegan lifestyle.

At One Bite Vegan we care deeply about food - where it comes from, the impact it has on the environment and how its production affects all the beings that we share this planet with.

These values are at the forefront of everything we produce.

Learn more about us at
www.onebitevegan.com/about



The number of U.S. consumers identifying as vegan increased by **600%** over the past three years according to GlobalData.

In the UK, the vegan population is expected to skyrocket by **327%** by 2020.

One Bite Vegan's Audience



82% of
readers
are
women



5% are between 18-24
25% are between 25-34
22% are between 35-44
20% are between 45-54

30% of
readers have
an income of
\$50-100k

13% of
readers have
an income of
\$100-150k



56% are
college
educated

18% have
attended
grad school



The Magazine

Available to subscribe for free on the iPad, iPhone, Android Devices and a free online reader.

One Bite Vegan is a beautifully designed digital magazine that celebrates the best of vegan food.

Over 7k subscribers.

Published bi-monthly.

Remaining issues for 2019:
July/Aug - Sept/Oct - Nov/Dec



The Website

- New recipe blog posts by vegan chef Kevin Schmidt and roundup recipe collections published twice a week
- Monthly page views: 10k
- Monthly unique visitors: 10k



Meet the Blogger



Kevin Schmidt is a professionally trained chef who has spent most of his career behind the line, on the dining room floor, or running the whole operation. That was until he decided to share his passion for food a different way; online with his keyboard, camera and personal kitchen.



Special Events



One Bite Vegan Food Blogger Awards

2019 Awards sponsored by Vitamix

2019 results:

- 5k votes received
- Website visitors: 13k

Sponsorship opportunities available for 2020



Special Events



'Food for Thought' Online Summit

- Sponsored by VegFund
- 15 guests over a week in Nov 2019
- Special summit edition of OBV Mag

See website for further details

Sponsorship and advertising opportunities
available for 2019



Partnership Opportunities

One Bite Vegan Magazine

- Advertising
- Sponsored content
- Giveaways

One Bite Vegan website/blog

- Banner ads
- Recipe development

Social media

- Campaigns as part of advertising package

Event sponsorship

- Packages available for different levels of sponsorship

Newsletter blasts

- Sponsored content available in our weekly newsletter



Rates for 2019

One Bite Vegan Magazine

Advertising rates (Prices in US dollars)

- All adverts can contain hyperlinks back to your website
- Add \$100 to each option if you'd like your advert to contain video

Front cover + Sponsored Content DPS \$3,875

Sponsored content DPS \$2,550

1 issue / 3 issues / 6 issues

Full page	\$1,500	/	\$3,825	/	\$7,200
Half page	\$860	/	\$2,325	/	\$4,130
Third of a page	\$575	/	\$1,555	/	\$2,760
Quarter page	\$470	/	\$1,270	/	\$2,400



Rates for 2019

One Bite Vegan Website

Advertising rates (Prices in US dollars)

Recipe development: Starts at \$1,000

Web banners:

- Price is for placement on the homepage. Please see sponsorship opportunities for Special Events if you want website advertising for the Food Blogger Awards or Online Summit.
- Add \$100 to each option if you'd like your advert to contain video
- Price is for one month

Leaderboard	\$490
Super Leaderboard	\$650
MPU	\$350



Rates for 2019

Social Media Campaigns

- We'll post across our Facebook (including Facebook group), Twitter and Instagram platforms
- Prices start from \$295
- Please contact us to discuss your needs and we can custom create a social media campaign for your product or service.

Event sponsorship

- Please contact us to discuss a package

Newsletter

Sponsored content within weekly newsletter

- Product or service highlight \$270



Contact Us

Got questions?

Want us to put together a custom
package?

Don't hesitate to get in touch!

advertising@onebitevegan.com

One Bite  Vegan