



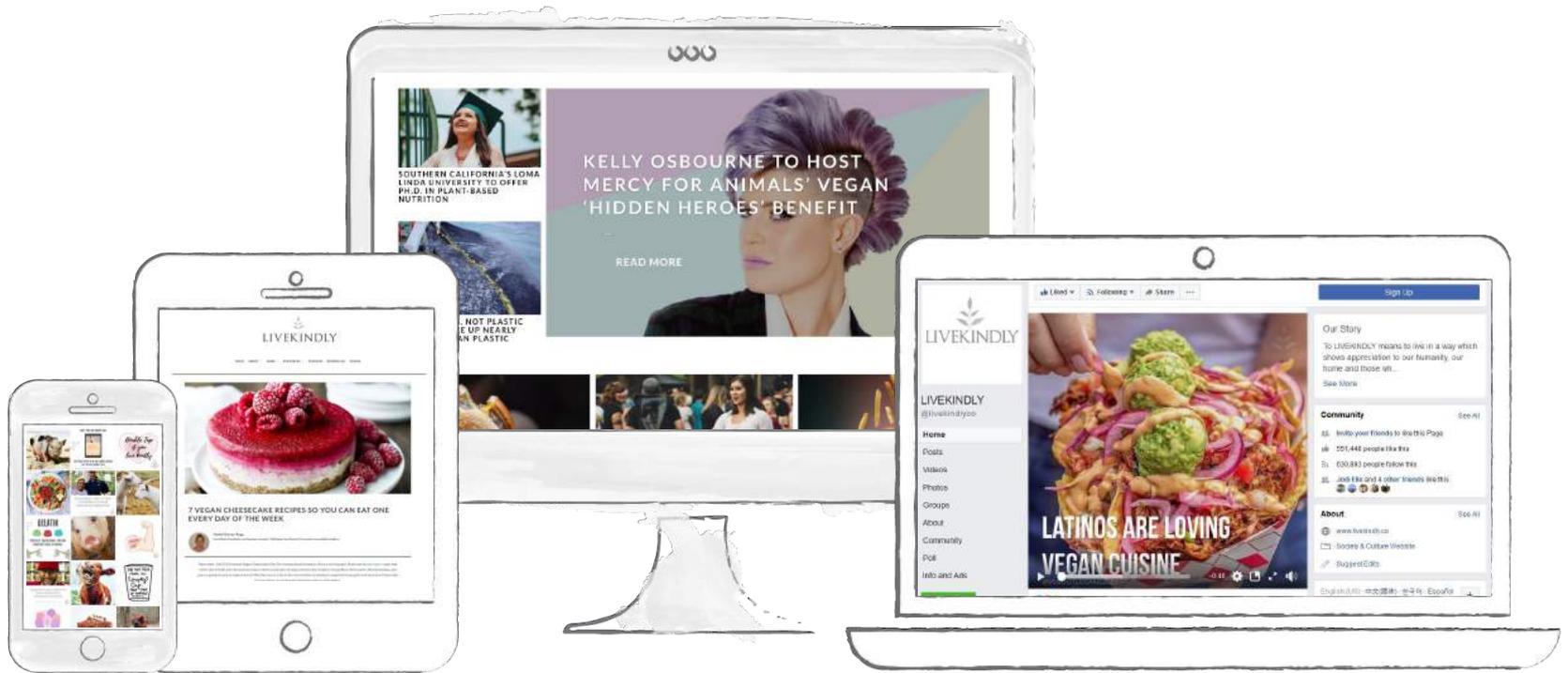
LIVEKINDLY

for humanity, our home, and those who share it with us

Media Pack 2018

Connect daily with an audience of millions
on the world's leading vegan-focused platform.

Hi, we're Livekindly!



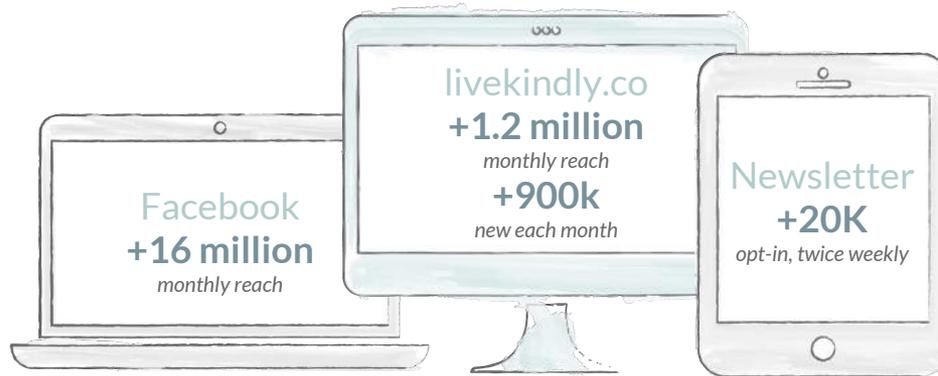
Empowering people to make conscious lifestyle choices
through the strength of positive media

Our Reach

LIVEKINDLY is the world's leading vegan digital media publisher reaching millions every day.

The vegan market has exploded in recent years, and for good reason. More people are choosing plant-based options to get healthy while doing good for the planet and animals. We offer our data through direct and engaged channels. Connecting with people that match your ideal attributes—in premium environments like ours—strongly benefits how consumers perceive and respond to brands. Our total multi-platform audience:

+20 million monthly UVs



Instagram
+851k
monthly reach



Twitter
+2 million
monthly impressions



Pinterest
+400K
monthly reach

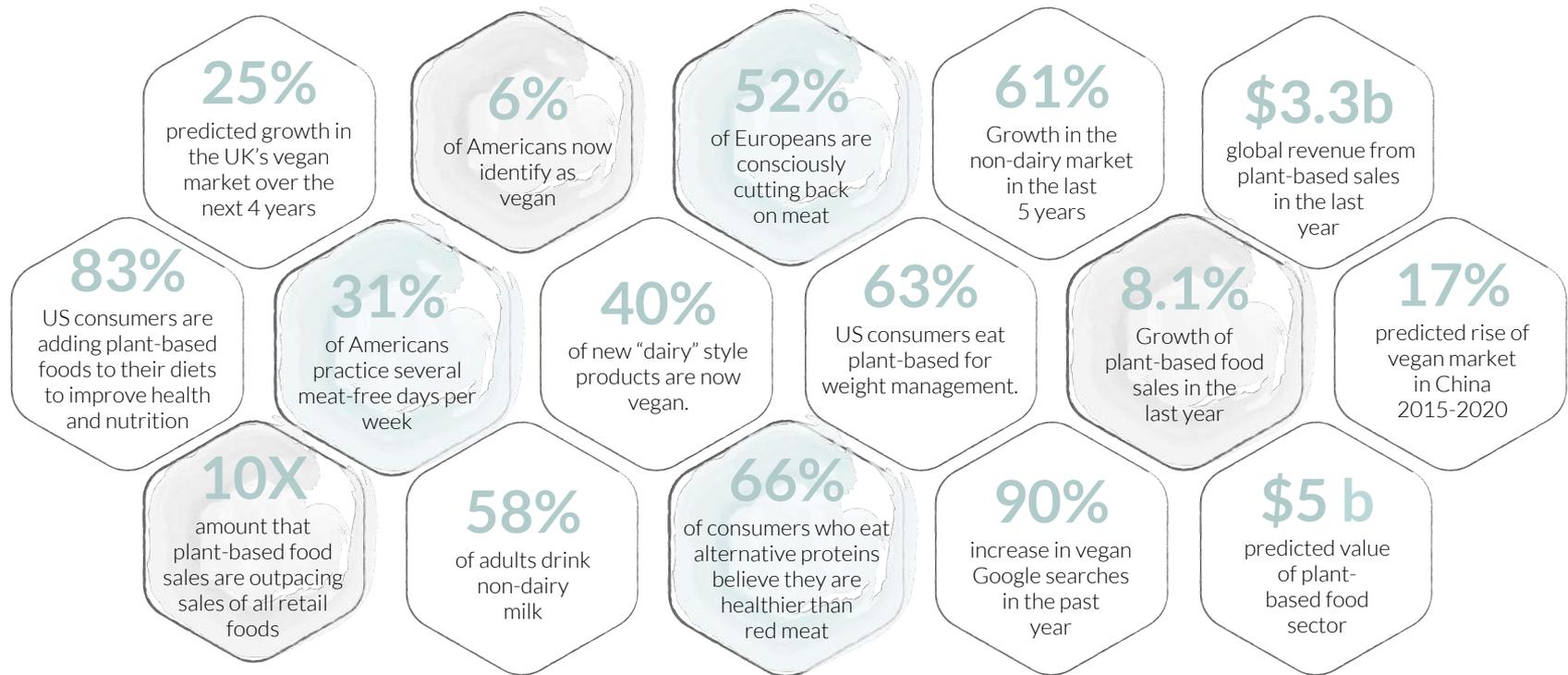


LinkedIn
+1k
monthly reach

Our Market

Demand for vegan products in food, fashion, and beauty has exploded in recent years.

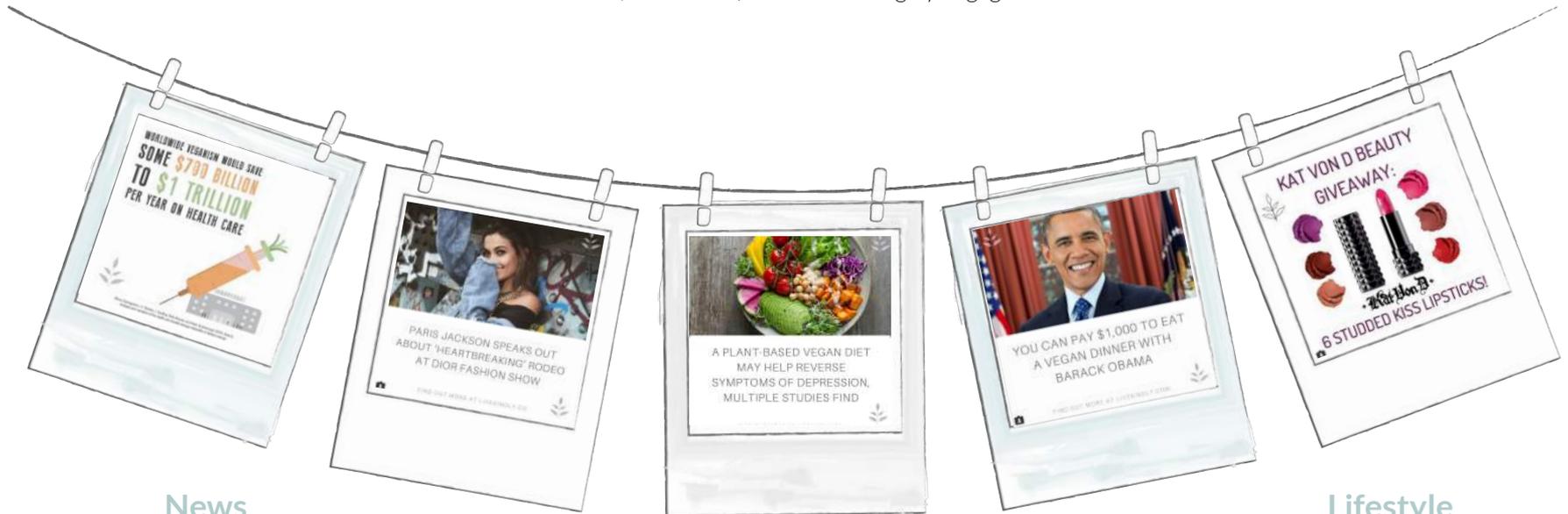
Our readers count on us to help them make more ethical and responsible decisions. There's simply no better place than LIVEKINDLY to share your story with the world.



Our Content

LIVEKINDLY is much more than just a digital media publisher.

As ambassadors for change, the LIVEKINDLY platforms are the premiere digital destinations for the growing plant-based community, offering a multitude of content creation opportunities (videos, news, recipes, reviews, interviews) and consumer mediums (video, written, social, website, newsletter) to reach this highly engaged audience.



News

Health
Environment
Food Politics
Technology
Infographics

Features

Vegan Events
Vegan Fashion
Food Innovation
Opinion pieces

Food

Recipes
Restaurant
Reviews
New Products
City guides

People

Celebrities
Athletes
Chefs
Entrepreneurs
Changemakers

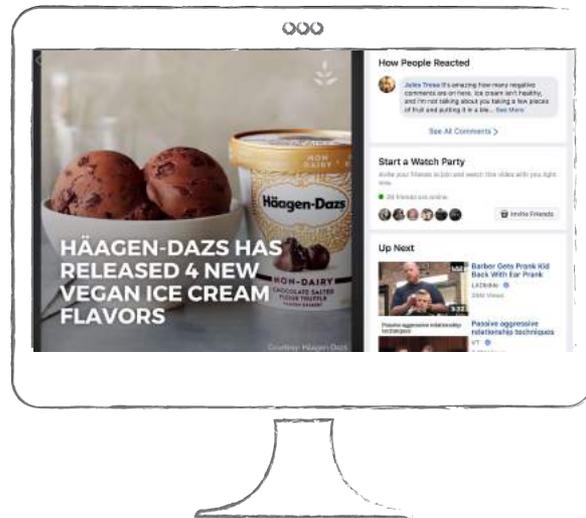
Lifestyle

Beauty
Fashion
Travel
Nutrition
Advice

Our Visuals & Words

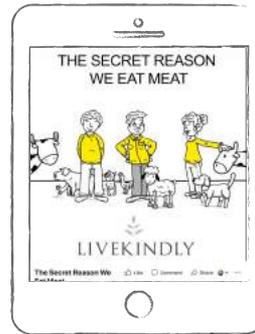
We are storytellers

LIVEKINDLY reaches millions of highly-engaged readers every week with our video content, making it one of the easiest ways to get your product, brand, or message out there. With an abundance of news, reviews, interviews and features, this is your chance to reach readers who want to know about your brand.



**+1.5 million
views**

Haagen Dazs' New Vegan
Ice Cream Line
feature & brand-profile



**10 million
views**

Dr. Joy's Psychology
of Eating Meat
feature & news-related



**+4.4 million
views**

Mexican (Vegan)
Comfort Food
feature & news-related

Site, Socials & Newsletter

Powered by kindness.

Our round-the-clock coverage of the latest news, food & market trends, makes LIVEKINDLY the stand alone trusted resource for information and inspiration. With +1.2 million monthly unique website visitors and +4,000 pages of content – and a cross-reach to +7 million readers worldwide, along with exclusive campaign opportunities through our popular newsletters – our platform will instantly drive direct traffic to your outlets.



Our Community

We love our community of readers and our partners—here's what some of them have to say about working with us.

HUGE fan of your account and articles! They always make me feel like there's so much hope! Thank you <3!

—@munchiehunter
IG reader

I have been working on manifesting my vision into a reality for the last four years and your posts are my absolute inspiration everyday that our work is working.

—@coffeeshopgypsy
IG reader

We've been fortunate enough to receive global news coverage since day 1 of starting JUST. The brand awareness that comes from LIVEKINDLY is second to none - helping to spread our mission to people around the world.

— Josh Tetrick,
CEO & Co-Founder *JUST*

Some EPIC responses for why people went vegan on that thread, James Aspey, Plant Based Addict, Joel Kahn!! So touching and so inspirations! Thank you for inspiring me everyday!

— Dr. Danielle Belardo, M.D.
LK Contributor via @thevegiemd

I wanted to thank you again for your coverage of our Fight Zero Tolerance fundraiser. With the help of your article, we've just passed \$100k raised for the cause!

Our customers love learning about us via LIVEKINDLY and if you are open to breaking the story, I think it could make a huge impact like last time. Thanks again!

— Katie Sones, Founder
Lipslut Cosmetics

Contact Us

Let's make a kinder, better world together.

It's time to put your brand in front of the world's largest vegan-curious readership.



LIVEKINDLY



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Schedule a Discovery Session

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Stephanie Gorchynski

Business Development & Media Sales