

little
VEGAN
eats

MEDIA KIT





ABOUT LITTLE VEGAN EATS

Healthy & simple family recipes for babies, toddlers & adults

Hi, I'm Cat, Mama to Little Vegan. I'm the recipe developer and content creator for @little.vegan.eats Instagram account and [littleveganeats.co](https://www.littleveganeats.co)

I started our Instagram account towards the end of June '21 with the aim of sharing plant-based, whole food recipes to help other parents.

Since then, our account has grown rapidly and we have created a community of like minded individuals. We have grown from just sharing meal inspiration in the beginning, to now creating recipe reels, sharing lifestyle and gentle parenting advice, along with 'mum life' content.

In January '23 we launched our website to further our online presence and provide all our recipes in one place.

We have been fortunate to collaborate with numerous brands, and look forward to continuing this in the future.

INSTAGRAM NUMBERS

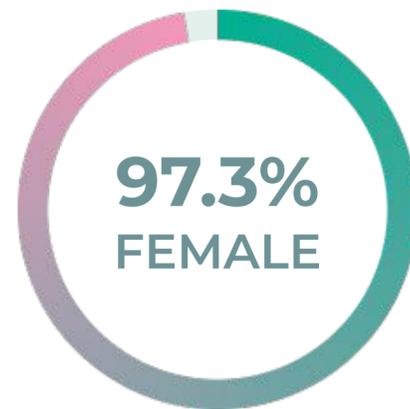
148k
INSTAGRAM
FOLLOWERS

581
INSTAGRAM
POSTS

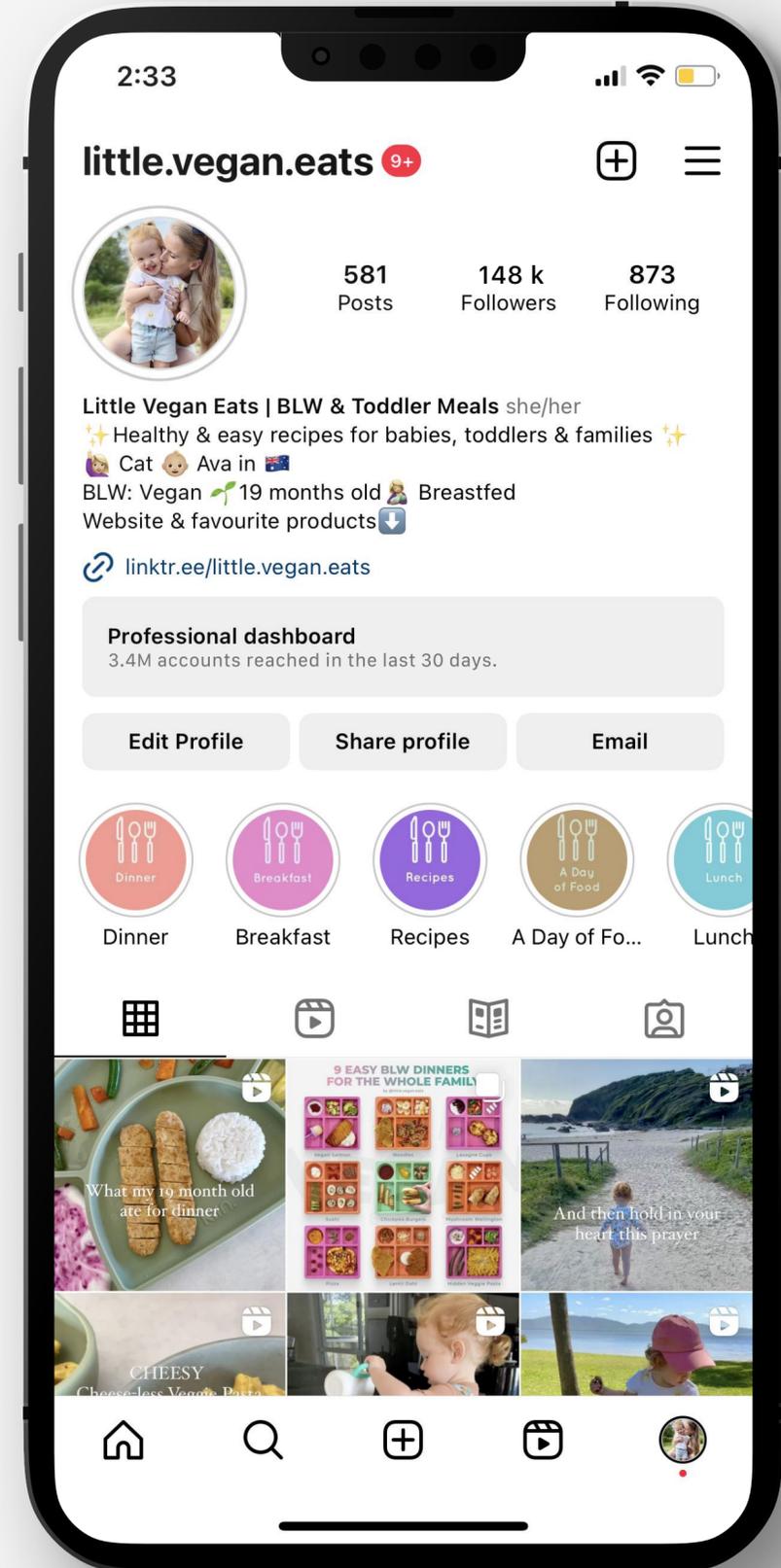
2.82%
ENGAGEMENT
RATE

AUDIENCE

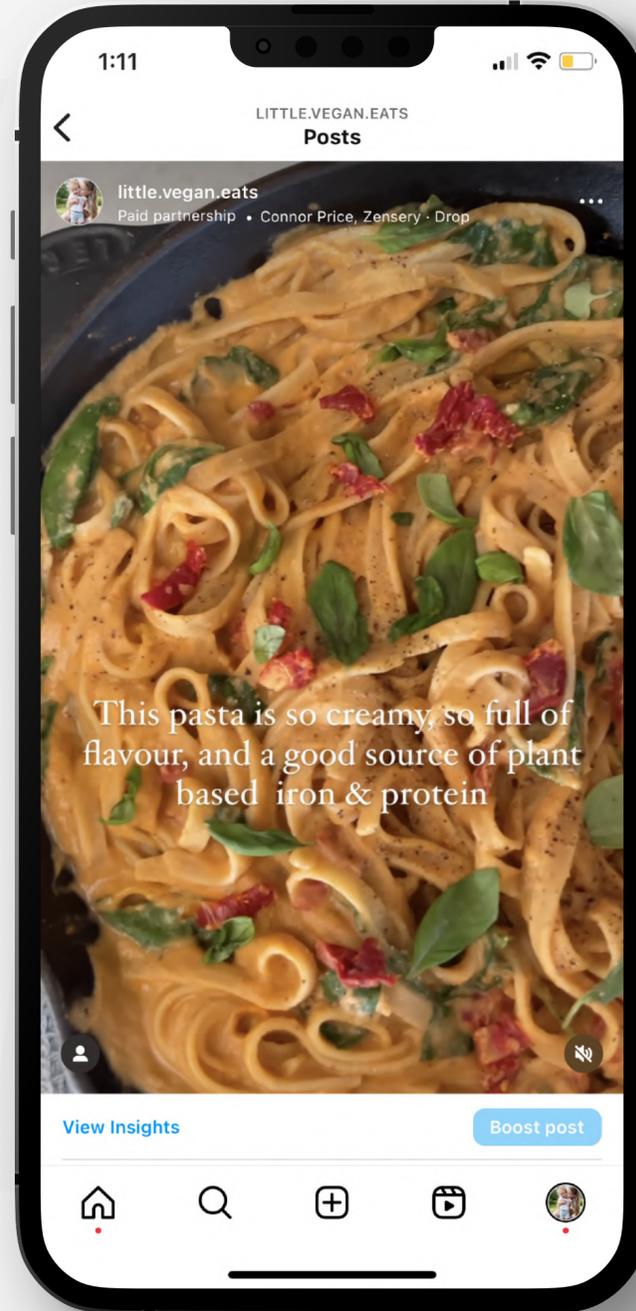
 USA	30.7%
 UK	8.3%
 AUSTRALIA	6.2%
 CANADA	5.5%
 GERMANY	5.4%



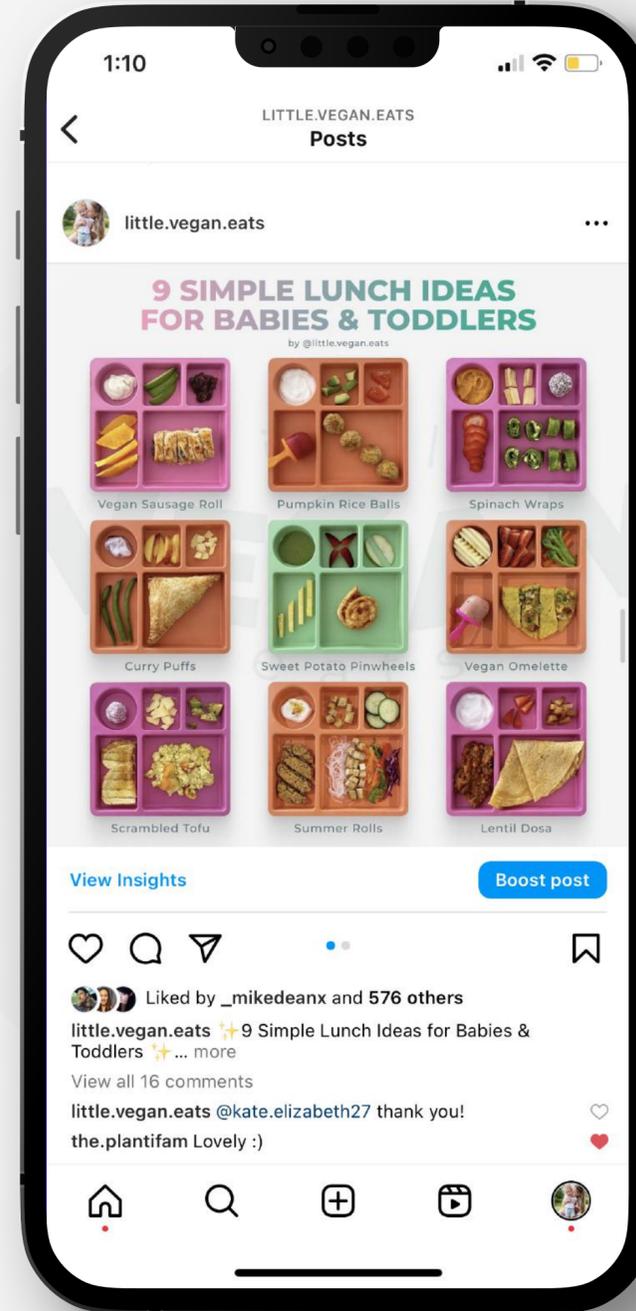
25-44 AVG. AGE



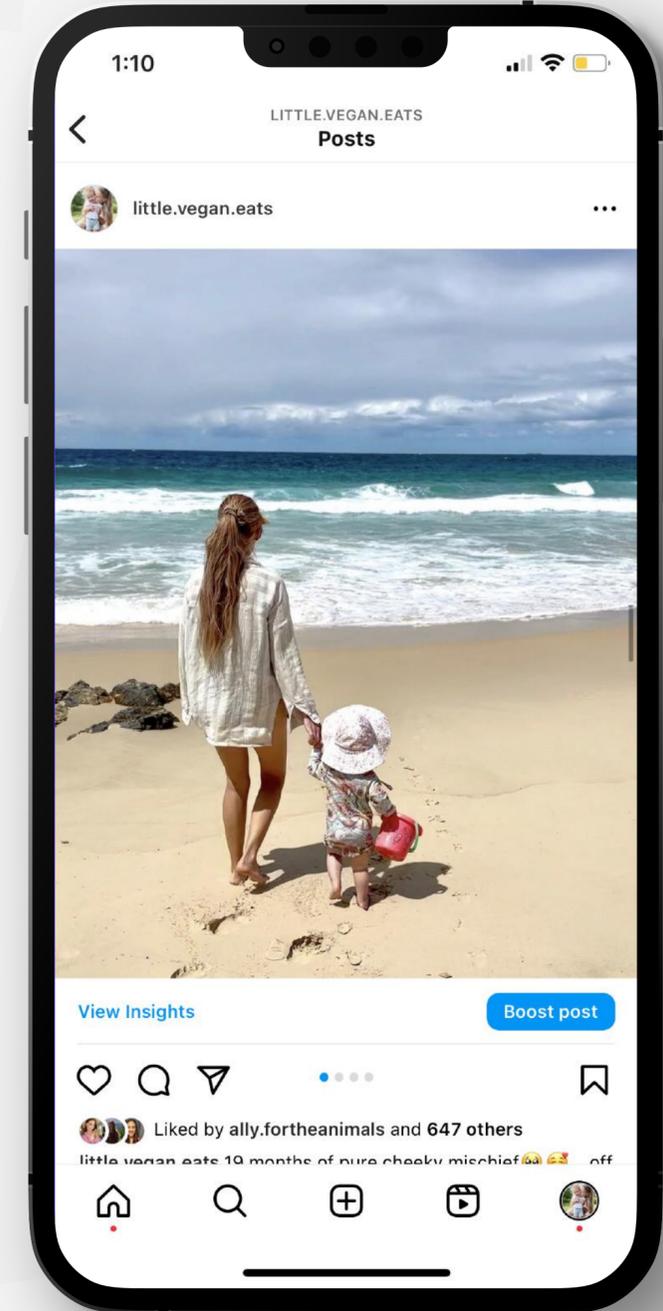
CONTENT TYPES



BLW & FAMILY RECIPES



MEAL INSPIRATION



LIFESTYLE / PARENTING

A FEW TOP PERFORMERS



2.9M 70K 819 35K 116K



488K 11K 142 3.5K 20K



405K 13K 277 5.7K 20K

RECENT BRAND COLLABORATIONS

Silver Cross®

LOVEVERY®

BÉABA®

MOD
APPLIANCES

Rudie Nudie
play all day

kiddikutter®
CUTS FOOD NOT FINGERS

myhappyhelpers
play. create. discover.

kiin.

weanmei^{ster}™

bobo&boo
plant-based dinnerware

Garden of Life

OiOi®
EST. 1997

WEBSITE NUMBERS

LAUNCHED 08/01/23

4.1k

USERS PER MONTH

22.6k

PAGE VIEWS PER MONTH

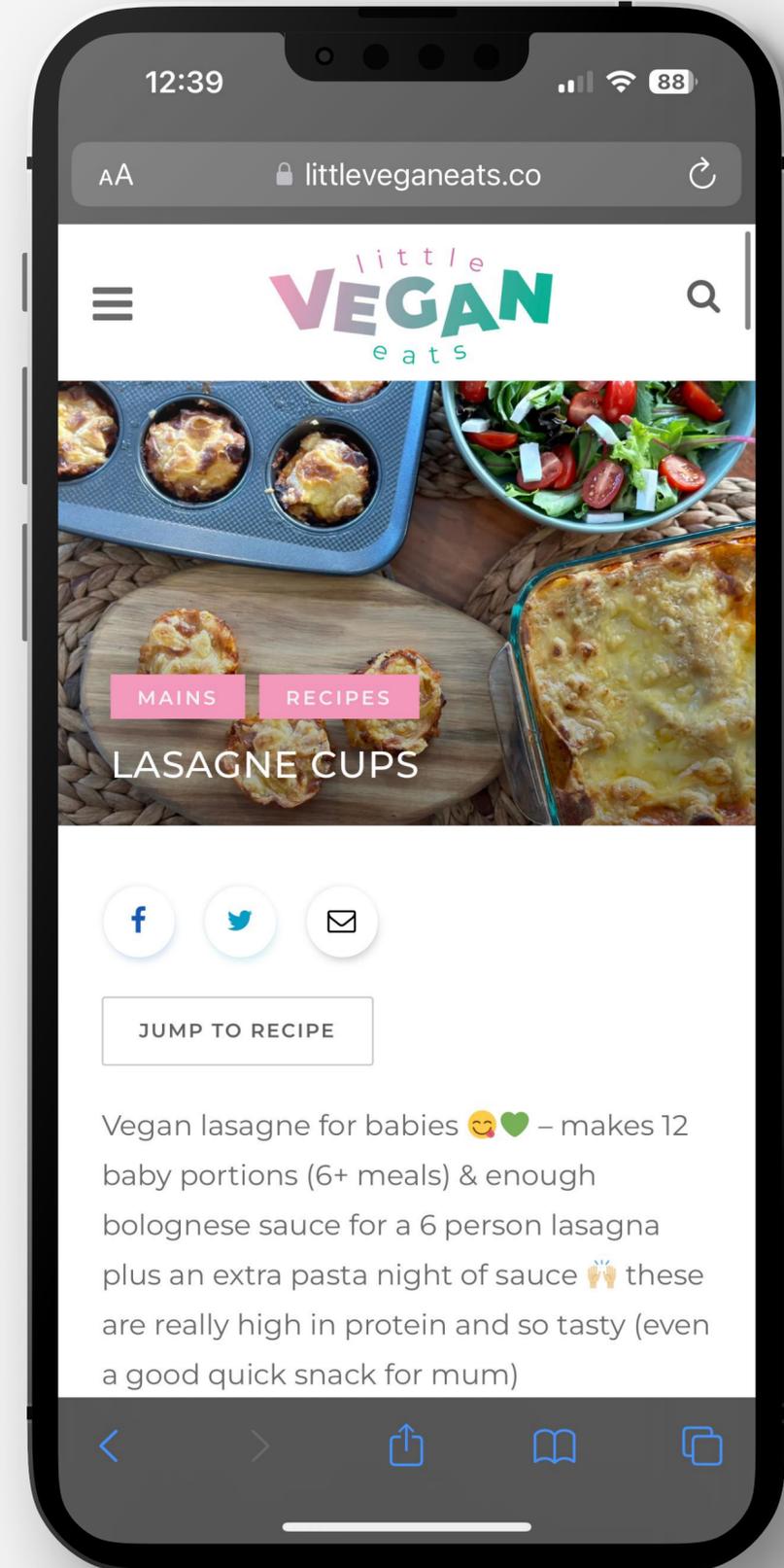
2m 16s

AVG. SESSION DURATION

WEB AUDIENCE

 USA	25.6%
 UK	14.5%
 AUSTRALIA	10.5%
 GERMANY	10.2%
 CANADA	8.6%

94.6%
MOBILE





[@little.vegan.eats](https://www.instagram.com/little.vegan.eats)

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[littleveganeats.co](https://www.littleveganeats.co)

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