

# BIGBOXVEGAN



## HI, I'M KREG

I am a food blogger, content creator and vegan influencer originally from New York, but now based in Sarasota, Florida. I've been vegan since 1994 but the current interest in vegan products was the driving force behind the creation of my popular Instagram account Big Box Vegan which has become the premier account for featuring vegan items in U.S. stores. New vegan and plant-based products launch every day and I'm excited to share them with my followers. As a writer, I've had articles published on the vegan lifestyle and as a vegan recipe developer, I've studied at the Natural Gourmet Institute in NYC and have two recipes featured in Rip Esselstyn's book *My Beef with Meat*. Let's create some great content together!

100%  
VEGAN



### INSTAGRAM\*

100K+ Followers

(100% Organic Growth - No paid follows/engagement)

Engagement Rate: 4.5%

Reach: 750K per month avg.

Impressions: 4.5M per month avg.

Age Range: 72% 25-44

Gender: 81% female

Top country: USA

Top cities: N.Y. & L.A.

\*Source: Instagram Insights  
from 8/01/22-9/1/22.

## ADVERTISING RATES\*

### SPONSORED INSTAGRAM POSTS

\$900	REEL VIDEO POST + STORY SHARE WITH LINK
\$750	GIVEAWAY FEED POST + STORY SHARES
\$600	PHOTO FEED POST (UP TO 3 IMAGES) + STORY
\$1500	2 REEL BUNDLE (POSTED WITHIN 2 MONTHS)

\* Rates are for advertising only and do not include ownership rights to photos or videos. Sharing organically via Instagram with proper credit is allowed. Boosting and whitelisting rates available upon request.

**PAST PARTNERSHIPS INCLUDE:** Morningstar Farms · Mighty Sesame Co. · Nada Moo! · Jolly Llama · Cleveland Kraut · Abe's Muffins · Greystone Bakery · Gordons Food Service · From the Ground Up Snacks · Starlite Cuisine · Tofurky · Back to Nature · Beyond Meat · Alpha Foods · Dorot Spices · Safe & Fair Foods · Modern Pop · Renegade Food · Mush Overnight Oats · Beetology · Ollipop · Back to Nature · Hu Kitchen · Absolutely Gluten-Free · Dr. Praegers · Go Macro · Sabor Mexicano · Petit Pot · Nature's Bakery · Clo-Clo Vegan Foods · Moocho Foods · Good Planet Cheese · Rollin' Greens · Vevan Foods · Deebee's Organics · Good Pop · Eat Mikey's · Field & Farmer · Sorbabe's · Partake Foods · Cool Beans · Kite Hill · Omni Foods · Bellway Fiber · Sweet Loren's · Love Beets · Like Air · Hungry Planet · Wholly Veggie · Follow Your Heart · Sweet Nothings · Nona Lim · Moonshot Crackers · SoyLent · Abbot's Butcher · NotCo · Unreal Deli · Spudsy Foods · Big Easy · Frooze · Wild Friends · Cure · Hampton Brine · Tattooed Chef · Like Meat · Born Simple · Cure · Bored Cow · Bachan's · Nat's Rawline

# BIG BOX VEGAN FAQs

---

## ABOUT OUR USAGE RATES

Rates for Sponsored Instagram posts, giveaways or reels as published in this guide include a non-exclusive license to organically share the Instagram post on Instagram. If you wish to purchase an additional license to use the photo(s) or video(s) for other purposes — such as but not exclusive to your website, other social media platforms, or in your own paid or boosted advertising for example — please contact us for additional licensing terms and fees. We retain full copyright rights to our photos and videos. Let's create an advertising package that works for your brand!

## WHY ADVERTISE WITH BIG BOX VEGAN?

Great reach and engagement are just some of the reasons to partner with us. We see accounts with triple the followers not get the likes and comments we do on posts. We have a 100% organic growth rate with real followers and a passionate fan base looking for the latest and greatest vegan products hitting store shelves.

## WHAT DO I GET WITH A GIVEAWAY?

We normally run giveaways from 3-4 days which seems to be the sweet spot contest length. Based upon the ask, I will generally take photos of product in-store or outside a retailer. I will create caption copy with talking points provided and will include any required hashtags or mentions then email for approvals. For the duration of the giveaway, I will post daily in my stories with a call to action to enter. Post giveaway, I will choose the winner(s) then contact them. I will email their contact information to you for prize distribution. **Reels are not recommended as a giveaway, but can be used to promote a giveaway.** The main reasons giveaways should not be reels is that Instagram does not provide tracking for likes and comments on reels and most do not read the captions for reels which would have all the contest rules for entering. I do have bundle pricing for a reel promoting a static post giveaway but giveaways should not be reels posts.

## WHAT DO I GET WITH A VIDEO REEL?

Video reels can be great for promoting new vegan products or launches at retailers. I shoot the video based upon the ask, then send for review with a post caption including any specific details provided. The video reel is shared once to my stories to promote it. For now, reels are not subject to the same algorithm as static posts, so often they can get more engagement and more exposure than traditional static posts.

## BRAND PARTNER TAGS

For all posts, I prefer to use the brand partner tag to disclose the sponsored partnership. Some brands prefer not to accept the tag, but doing so provides you access to all the post insights and metrics. I highly suggest you accept the tag request for this reason alone.

## GIFTED PRODUCT

Please note that the most I promise for gifted product is a story post if I like it.

QUESTIONS? EMAIL ME AT [BIGBOXVEGAN@GMAIL.COM](mailto:BIGBOXVEGAN@GMAIL.COM)

