

# Veganuary at Earth Fare: January 2025 - \$2500

## \$2500 Digital Package Includes

Social Media Facebook post, Instagram post, Instagram Story (up to 4 slides) plus single placement within email newsletter sent every Wed & Friday.

Includes vendor provided or Earth Fare created lifestyle image, item, price & 25 words of copy.

The first 3 brands that sign up for Veganuary will be also featured in the January Fresh Forum.  
– a \$3K value. [Example here](#)

**FRESH FORUM** Become a featured partner with Earth Fare’s new monthly educational webinar series. The Fresh Forum is an opportunity to highlight your brand, discuss product attributes, advertise in store promos, and take part in a live Q&A session with attendees.

<b>Forum</b>	\$3,000	Includes x1 webinar feature, minimum of 30 minutes. Earth Fare to promote featured webinar across all channels, including email newsletter, Facebook, and Instagram. Promotion includes description of webinar, photo and bio of speaker, and co-branded graphics. Earth Fare will share the webinar link to all email subscribers after airing and will post to Earth Fare’s YouTube channel.
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To sign up contact [Kim@parabolicagency.com](mailto:Kim@parabolicagency.com)

Final deadline is **Friday, December 9, 2024.**

Our focus is on healthy innovation, first-to-market items, and making Earth Fare the key destination for unique dietary needs and healthy living.

### OUR DIGITAL AUDIENCE

**WEEKLY AD**  
22,000 weekly page visits

**EMAIL NEWSLETTER**  
500,000 active subscribers

**SOCIAL MEDIA** (Facebook & Instagram)  
56,000 followers

### OUR LOCATIONS

**18 LOCATIONS**  
spanning across  
**7 states**

### OUR CUSTOMERS

**86%** AGE 35+    **76%** COLLEGE GRAD    **72%** MARRIED    **62%** FEMALE    **36%** INCOME \$100K+/YEAR    **34%** WITH KIDS

CREATIVE EXAMPLES

