



Plant-Based By Nafsika

SEASON 3 MEDIA KIT




www.plantbasedbynafsika.com

The background of the slide is a photograph of a large, leafless tree with a thick trunk and many bare branches, standing on a grassy hill. The sky is a soft, hazy mix of pink and blue, suggesting a sunrise or sunset. The overall tone is peaceful and contemplative.

the concept

If You Plant It, It Will Grow!

Plant-based by Nafsika brings together vegan experts covering different faces of cruelty-free lifestyle – food, nutrition, wellness, relationships, science, and fashion.

A man and a woman are seated in a cozy living room. The man, on the left, wears glasses, a light blue shirt, and a dark blazer. The woman, on the right, is dressed in a black sleeveless dress and red high heels. They are positioned in front of a fireplace with a white mantel. A small table between them holds a bowl of snacks and two glasses of water. The room is decorated with potted plants and a patterned rug.

how it all started

Nafsika's Story

"I was a fairly new vegan and wished there were a vegan show that could help someone like me transition to this new lifestyle. I couldn't find one. So I made a show!"

Plant-Based began airing nationally in the summer of 2016, making it the first, and still the only vegan lifestyle TV show to hit mainstream.

Veganism Is 'In'

Globally, more and more people are adopting a plant-based diet and vegan lifestyle for a multitude of reasons: Ethical and humane treatment of animals, the severe environmental impact of factory farming, and the proven health issues surrounding obesity, high cholesterol and chemicals used in animal proteins. Plant-Based By Nafsika demonstrates the positive effects of this transition for our health, our natural resources and animal welfare.

Partner with Plant-Based By Nafsika and become a bona fide member of this innovative community. Your brand will reach a passionate and engaged audience while gaining national exposure. Plus, your brand will be associated with being innovative as you will be advertising on the onset of this rising plant-based movement.

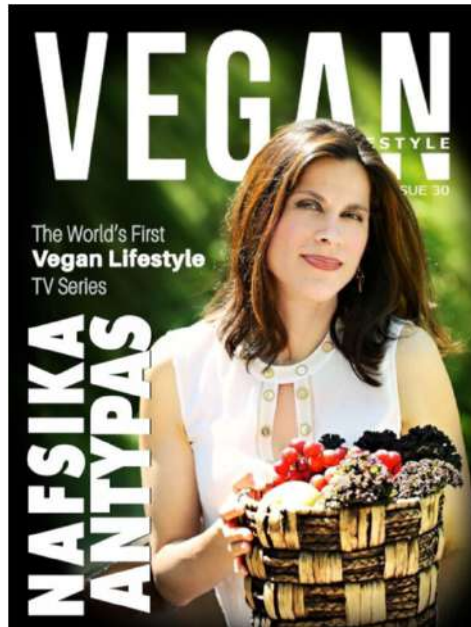




Cruelty-Free

We only promote cruelty-free living and so just about any aspect of this lifestyle is talked about.

We are passionate about promoting conscious brands. We look forward to having you on board!



As Seen In

Plant-Based By Nafsika has been featured on television, magazine and radio all over the world; from North America to Australia. Visit our site to view some of the articles and interviews.



Improving **Health**. Changing **Lives**.

Target Market

Plant-Based By Nafsika targets the general market and families who are interested in trying out a plant-based diet and/or adopting a vegan lifestyle. It also targets those who want to learn more about the environmental and ethical concerns surrounding animal industries.



Female



25-54



\$50K



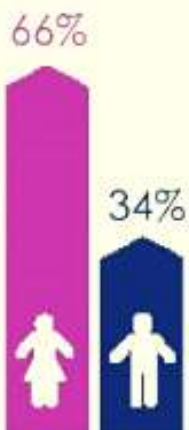
General
Market

The A&E Network

AUDIENCE DEMOGRAPHICS

A&E **fyi**

70
MILLION
SUBSCRIBERS



\$82K
Median
Household
Income



21.2%
College
Degree or Higher



11.5%
White collars,
Professional,
Managers



59.1%
Home
Owners



Note: All TV segments are uploaded to our youtube channel the following week and shared throughout our network.



Nafsika's Promise

- to give you national exposure on a reputable network (A&E) that has an audience of 70 million households across America
- to help you reach a passionate and engaged audience
- social media posts throughout our entire network (website, Facebook, Instagram, Twitter, LinkedIn, etc.)
- her sincere friendship and support in helping you grow

IF YOU PLANT IT, IT WILL GROW



Thank you!

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