

Be top of mind for people looking for vegan products.

By partnering with Buy Vegan you can capture people at multiple stages in their customer lifecycle. Covering site-wide display advertising, category specific promotions and email newsletter sponsorship, you can tap into prospective customers throughout their discovery.

about buy vegan

Buy Vegan is a plant based product directory of all the vegan products you can buy in Australia. It categorises all products so that people can find their next plant based purchase.

Buy Vegan features Food, Fashion, Fitness, Body, Household and Dog products.

The audience can browse via category, search, brand or new products. Users can rate and review products to help others make the perfect next plant based purchase.

A large portion of our traffic is derived from people searching for best 'category' (e.g. butter) on Google and coming to our dedicated category pages. From here, 25% of people click through to a brand's website.

statistics



4,000 subscribers for the weekly newsletter containing new vegan products.



3,750 and growing unique users visit buyvegan.com.au per month.



25% of visitors click through to a brand's website from product pages.

Buy Vegan is at the top of Google search results.

Buy Vegan is the number 1 Australian website for finding vegan products on Google. We rank for a variety of terms and are always working on growing our rankings. Below are a few examples of the terms that Buy Vegan already ranks for.

**#1 on
Google**

**'vegan
yoghurt'**

**#2 on
Google**

**'vegan
jackets'**

**'best vegan protein
power in australia'**

**#1 Australian
result on Google**

**'vegan
butter'**

**'vegan
sausages'**

Site-Wide Display

Display your brand on every page of Buy Vegan and reach the full audience.

Buy the site: \$500 per month

Every person that visits the site will be displayed your brand.

This is ideal for brands that have a wide range and/or stocked in supermarkets and/or are looking to build awareness among vegans.

THE V SPOT
LIFESTYLE WITH HEART

Get 20% off
use discount code BUYVEGAN20

- Ethical Fashion
- Clean Beauty
- 100% Vegan
- Sustainably Sourced
- Australian Stock

SHOP NOW

Newsletter

Get regular updates on the best new vegan products.

Email address

Join now

Top Rated Products 4+ stars

Butter

Vegan Plant Based Butter
by Flora
Sponsored
★★★★★ 6 reviews

Butter

Cultured Butter
by The Vegan Dairy
★★★★★ 9 reviews

Butter

BioCream Original
by My Life
★★★★★ 2 reviews

Category Promotion

Be the first product prospective customers see when searching for their next buy from your category.

Buy a top row spot: \$250 per month

Be among the first products that people see when searching for your category.

Your product will appear in the first row of the category in a yellow box with a piece of text that says 'Promoted'.

Email Sponsorship

Drive clicks to your website from people looking to find new vegan products.

Buy a banner: \$250 per email

Get a spot in a weekly newsletter sent to 4,000 subscribers who have subscribed to find out about new vegan products.

This is ideal for generating clicks to your website, especially if you are able to offer a special discount for Buy Vegan subscribers



Chocolate No Added Sugar Cashew Tub by Cashew Creamery

Jun 06, 2022 09:46 am

An indulgent and rich dark chocolate delight, with no added sugar. Once you taste it, you won't go back.

Sponsored

The V Spot - Ethical Fashion & Clean Beauty

Use Coupon Code BUYVEGAN20 for 20% off your next order

Browse the Store →

Want to be our next sponsor? Say hello →

S I T E - W I D E D I S P L A Y

Be top of mind for people looking for plant based products.

By running a display advertisement across every page on Buy Vegan you will be building brand awareness in the vegan community. Your advertisement will be shown on all pages on Buy Vegan, meaning that people will see your brand no matter what they are looking for.

about site-wide display

Site-wide display is the easiest way to reach every visitor on the Buy Vegan website. These visitors are here for one purpose.- to discover new vegan products.

By reaching these customers you will be informing them that your brand offers vegan products.

This sponsorship type is ideal for brands that are looking to drive brand awareness and/or are looking to promote not just one product / category, but a wide range.

If you are a retailer, a brand with a wide range, a restaurant or a curated store then this sponsorship type is ideal for you.

statistics



6,500 and growing pageviews (individual pages viewed) per month.



3,750 and growing unique users visit buyvegan.com.au per month.



25% of site visitors click through to a brand's website from product pages.

C A T E G O R Y P R O M O T I O N

Show your product to people looking for exactly what you sell.

By placing your product at the top of a category page, you will be attracting people who are looking specifically for your product. You will be listed amongst the highest rated products, which will make it more likely for your product to be clicked on.

about category promotion

Buy Vegan categorises all vegan products that Australians can buy and provides them in an easy to discover format, categorised in collections.

Each collection has a dedicated page, which is automatically sorted by the highest to lowest rated, in two divisions - 4+ stars or under 4 stars.

Sponsored products will be displayed at the top of their ratings level. This means that if your product is above 4 stars it will be listed at the top of the page.

Category promotion is an ideal way to drive high intent traffic to your website and retailers. This is because it is capturing people who are specifically searching for your product category.

statistics



90%

of outbound clicks go to products in the first row of a category page



3,000

and growing products are listed on the website across 250+ categories



2,300+

outbound clicks to brand websites recorded in the last 90 days

EMAIL SPONSORSHIP

Make an offer our most engaged audience can't refuse

By embedding an offer in our email newsletters, you will be speaking to our audience that is most likely to take action. You will be listed among the latest items to be listed on Buy Vegan, in a weekly newsletter that is sent to our entire database.

about email sponsorship

Buy Vegan sends a weekly newsletter containing up to 10 of the most recently added products to Buy Vegan.

At the end of the newsletter is a sponsored box, promoting the sponsoring brand with space for a headline and a description.

This sponsorship should include a discount offer that is unique for audience. We find that this helps with open and click rates, while also helping you to convert our audience.

Email sponsorship is an ideal way to engage with our most engaged audience and drive them straight to your website.

statistics



20% of our subscribers open our newsletter each and every week.



3-8% click rate to view further information on the products on site.



5-10% of clicks are directed toward the sponsor's website to claim the offer.