

Reach New and Veteran Vegans: 70 Million + Page Views Annually

- ▶ Established since 1999, multiple award-winning HappyCow is the definitive global guide to veg restaurants and health food stores, with up-to-date listings and over 680,000+ user reviews.
- ▶ With social distancing and global vegan events being cancelled, HappyCow is the global place where new & veteran vegans/vegetarians/health-minded go to meet like-minded people, to find veg restaurants, delivery & takeout, read reviews, and find veg recipes. With over 80% of our audience being health-minded and leaning towards a plant-based diet, you won't find a more vegan/vegetarian/health-focused audience.
- ▶ We offer a unique opportunity to engage our vegan/vegetarian, and health-minded audience through mobile/net ads, page takeovers, push notifications, newsletter, and more.
- ▶ What sets HappyCow above other websites is our loyal & active following. Our members come from worldwide (60% from within USA).
- ▶ We also provide a community forum for members to chat, meet and share information.



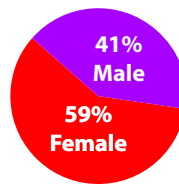
The HappyCow Audience:

Website: 1 Million + Monthly Visitors
5.7 Million + Monthly Pageviews

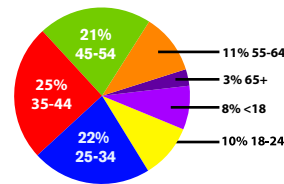
HappyCow App: Nearly 1.5 million + downloads

Moozine Newsletter: 293,000+ Subscribers
33% open rate

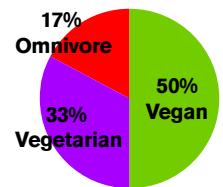
Sex



Age



Diet



Our audience is comprised of new and veteran vegan news and arts junkies who are cooking and travel enthusiasts. 50k+ Household Income (average)

Categories include but are not limited to: Plant-based Food/Vegetarian Food/Health food/ Vegetarian Lifestyle/Restaurants/Travel/Environmental Issues/Nature/Dining/Plant-based Recipes/Animal Rights/Gardening/Vegan Hollywood/Celebrities

Additional Features:

Blog, recipes, directory, health articles, iPhone/Android apps, monthly newsletter w/ 300,000+ responsive subscribers, social networking (Facebook - 126,000 + likes / Instagram 175,000 + followers, Twitter - 25,000+ followers)

Press:



"Vegetarians and vegans often turn to Happy Cow website, which launched in 1999 as a vegan and vegetarian guide to restaurants. The site has grown to include other businesses that cater to the vegan and vegetarian communities, forums and a smart phone app."

The New York Times

"Helpful Web sites that provide a list of vegetarian restaurants... At the vegetarian-centric site HappyCow.net you can search by location (Tokyo included) and get a list of restaurants flagged as "Vegan," "Vegetarian," "Veg-friendly" or "Health Store."

Recipient of awards:

Best Travel App - PETA Travel Awards 2019
App of the Day - (Apple 2018)
Voted Best Media, Best of the Best Swiss Veg Awards, 2018
Voted Best Online Resource - (VegFest UK 2017-18)

Top 100 Food List (Web 100)
Best Restaurant Finder + Forum (VegNews Magazine)
Favorite Vegetarian Website (VegNews Magazine) 11 Years
Favorite Online Travel Resource (VegNews Magazine)

5 Reasons to Advertise With HappyCow Over Facebook or Google

1. Downloaded over 1.5 million times, your brand can be seen by everyone who launches our world famous HappyCow Android free app that targets primarily vegans/vegetarians/health-minded people. You can target one country, multiple countries or worldwide.

2. Geo-target or instant message your custom message to 260,000+ particular HappyCow members. You can choose between targeting just vegans, just vegetarians, just veg-friendly types, or all of the above in cities of your choosing worldwide.

3. Reach our large and growing veg mailing list of close to 293,000 + subscribers with a designated email blast or push notification crafted by you. We can target any region globally. (5-200 miles around any city in the world. (Pricing varies based upon population)

4. You can post and share your relevant blog post on HappyCow which remains on HappyCow forever.

5. Run a customized contest with HappyCow leveraging our large vegan audience over a variety of platforms.



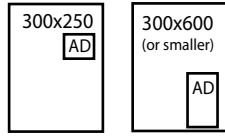
HappyCow is one of the world's most recognizable and popular brands to vegans. Reach new and veteran vegans/vegetarians, and health-minded people globally or locally.

ADVERTISING MENU

Web-Based Advertising

► Sitewide or Select Content Banner Display

100,000 Impressions
Custom Targeting Available

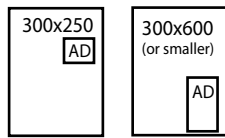


\$400 **\$250**

► State/City Static Banner Display

(State = just main state page.
Does not include any city pages within state)

6 Months
(Per city/state)



\$195 **\$145**

► MooZine E-Newsletter Ad Insertion

Full Ad (up to 200x120px image, 30 words text + Link) \$390

► Designated eBlast to our Moozine Audience

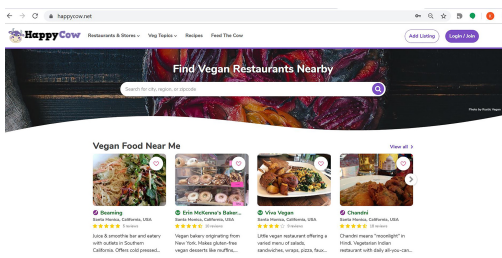
You create the HTML eBlast, and we send to our 300,000+ audience (Can target members or restaurants in specific regions.)
(Price based upon your targeting 5-200 mi around any city worldwide.)

► Push Notifications To Our Members

You create the message, and we push to our 300,000+ members

► Social Media Advertising

Facebook wall post: \$339 (100 dollars goes to Facebook boost your ad)
Add \$50 to include a Twitter Post



Mobile Advertising

Target people on-the-go with our FREE Android Mobile App which has been downloaded 1.5 million + times with over 30,000+ new downloads per month, and is iconic internationally among vegans and vegetarians.

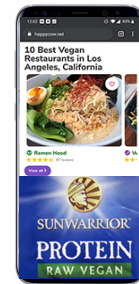
Android

- a) Full Page roadblock ad "App Sponsored By..." etc.
- b) The click-through rate is an average 10%+ on this "Sponsored By" exclusive roadblock ad!
- c) Target particular countries or worldwide.



► Mobile Site

- a) 300x250px ads as is currently on the homepage of the mobile site.
- b) Ad targeting includes mobile device type, region, and user caps



300x250 px
Mobile Ad
Banner

Other Advertising Ideas

- Contests
- Homepage Large Ad
- Marketplace Inclusion
- Advertising Packages
- Ask about our larger corporate sponsorships.

HappyCow is run by vegans! Support a vegan-run company and a legendary vegan resource!

Please contact us to arrange your campaign.

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