



# MEDIA KIT

# THE **FUTURE** PROOF MARKETPLACE

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2026

# ABOUT US

Kyndly is a **non-profit marketplace** created to make shopping a force for good. Founded by Laurens van Oers and Joske Puts, Kyndly connects people with brands that prove their impact through **real data**, not empty claims. Every brand on the platform is carefully checked against strict sustainability standards, using Life Cycle Assessments (LCA) and Digital Product Passports (DPPs) aligned with European Commission methods.

We believe **honesty, transparency**, and **kindness** can reshape consumerism. All profits from Kyndly flow back into **nature** and **wildlife preservation** through trusted charities. Our mission is simple: **make sustainable choices accessible, reliable**, and **impactful** for everyone.



**Much love,**

**Joske and Laurens**  
*Founders Kyndly*

# HOW IT WORKS

We take **15% commission** on a sale. At least 5% is donated to charity chosen by the customer. There are no hidden costs or onboarding costs.

We donate **most of our profits** to trusted charities worldwide. We have selected **5 categories** that we based on the documentary 'Breaking Boundaries' with David Attenborough.



# 5 CATEGORIES

For every category we have carefully selected trustworthy partners that we support.

## Forest Protection

*Old-growth and virgin forests such as the Amazon rainforest.*

**Rainforest Trust and Amazon Watch**

## Ocean & Marine Life

*Protecting ecosystems from plastic pollution.*

**The Ocean Cleanup**

## CO2 & Climate Action

*Supporting initiatives that tackle climate change at its root causes.*

**Cool Earth**

## Biodiversity & Animals

*Protecting endangered species and restoring their natural habitats.*

**Re:wild**

## Indigenous Rights

*Protecting their rights, lands, and traditional knowledge.*

**Amazon Watch**

# TARGET AUDIENCE

Kyndly is built for conscious consumers who want their purchases to align with their **values**. Our audience ranges from eco-minded millennials and young families to professionals who care about **transparency, ethics, and real impact**.

*They are curious, engaged, and tired of “greenwashing.”*

These are people who want to know **the story** behind the products they buy, looking at **how they're made, who made them, and their footprint on the planet**.

They look for brands that are **authentic, data-driven, and socially responsible**.



# TARGET AUDIENCE

## Primary Target Groups

### 1. Eco-Conscious Consumers (25-45 years)

- Urban dwellers, professionals, and families seeking sustainable alternatives.
- Environmentally aware and committed to reducing their carbon footprint.
- Actively research and verify sustainability claims to avoid greenwashing.

### 2. Minimalists & Zero-Waste Advocates

- Individuals focused on reducing waste, reusing, and embracing circular economy principles.
- Frequently purchase second-hand, repair, or rent products.
- Strongly engaged with sustainability influencers and environmental activism.

### 3. Sustainable Fashion & Lifestyle Enthusiasts

- Consumers who already buy from brands like Mud Jeans, Veja, or Patagonia.
- Follow sustainable fashion and ethical consumerism movements.
- Open to new sustainable options if they meet high ethical standards.

### 4. Young Parents & Families

- Parents who prioritise sustainable and toxin-free products for their children.
- Interested in eco-friendly clothing, toys, and household items.
- Willing to invest in quality, durable, and repairable goods.



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# THE COMMUNITY

We have an ever growing community of **honest** and **transparent** brands. See an overview of examples below.



Luna-Leena

*oh my soul.*



GREEN SIDE



# BRAND AWARENESS

At Kyndly, we don't just showcase products, we help brands tell their story. In this section, you'll discover the opportunities to **grow visibility, connect** with **conscious consumers**, and **highlight your impact** through our marketing options and campaigns.

## **Newsletter + social post €200**

A mention in our monthly newsletter with one of your products and a product photo. We also share a post on our social media channels.

We select max. 3 brands each month.

## **Blogpost + social post €500**

We offer brands the opportunity to be featured in a dedicated blogpost on the Kyndly website. This allows us to dive deeper into your story, highlight your sustainability journey, and showcase your products to an engaged audience of conscious consumers.

# BRAND AWARENESS

## Homepage Favorites €750

Each month, we highlight up to **two brands** in our special **Favorites** section on the Kyndly homepage. This prime placement gives your brand immediate visibility to every visitor, positioning your products as a top choice within our curated community. It's an exclusive way to boost awareness, inspire trust, and connect directly with conscious shoppers. You can provide **one photo** or **video** that we showcase next to a curated text.

# BRAND AWARENESS

## Homepage Favorites Example

### OUR FAVORITES

#### STYLE WITH A HEART

Luma Threads combines craftsmanship and minimalist design in timeless garments that are slow. Each item is handmade from natural materials and produced under fair working conditions. A brand that proves that style and sustainability go hand in hand.

[Shop Luma Threads](#)

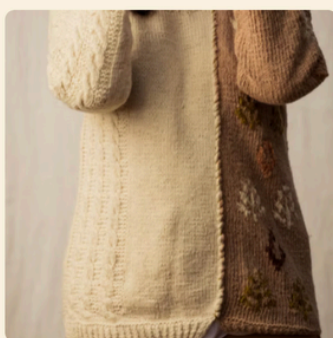


# BRAND AWARENESS

## Homepage Top Picks €200

In our **'Top Picks'** section, we highlight up to 10 products each month. See it as a best-seller category. It is a great way to get your product under attention of our audience. It is the **first shop section** people see when going to our homepage.

### GOED GEKOZEN



Charkha and Loom

Tragopan Pullover  
€ 400,00



Kluttery Sieraden

'Julie' Armband beschikbaar in 4 kleuren  
€ 60,00



ShampooBars.nl

Shampoo Bar Mango Papaja  
€ 9,95



Food for Skin

Natural Skin Care Set | Avocado  
€114,50 € 98,50



Viva Clandestino

Viva Clandestino - Peru Lupuna  
€ 8,95

**All prices are excluding VAT (21%). Terms and conditions apply.**

# ONLINE STATS

Our community is growing fast online  
and on the platform.

Here you'll find a snapshot of Kyndly's **reach**,  
**engagement**, and **audience insights**, showing the  
impact we're making together with conscious  
consumers and honest brands.

## OCTOBER 2025

**140K**

MONTHLY  
INSTAGRAM  
VIEWS

**500-**

AVERAGE  
POST  
VIEWS

**1000**

**1.2K**

INSTAGRAM  
FOLLOWERS

**58K**

ACCOUNTS  
REACHED

**628**

MAILING LIST  
SUBSCRIBERS

**1500**

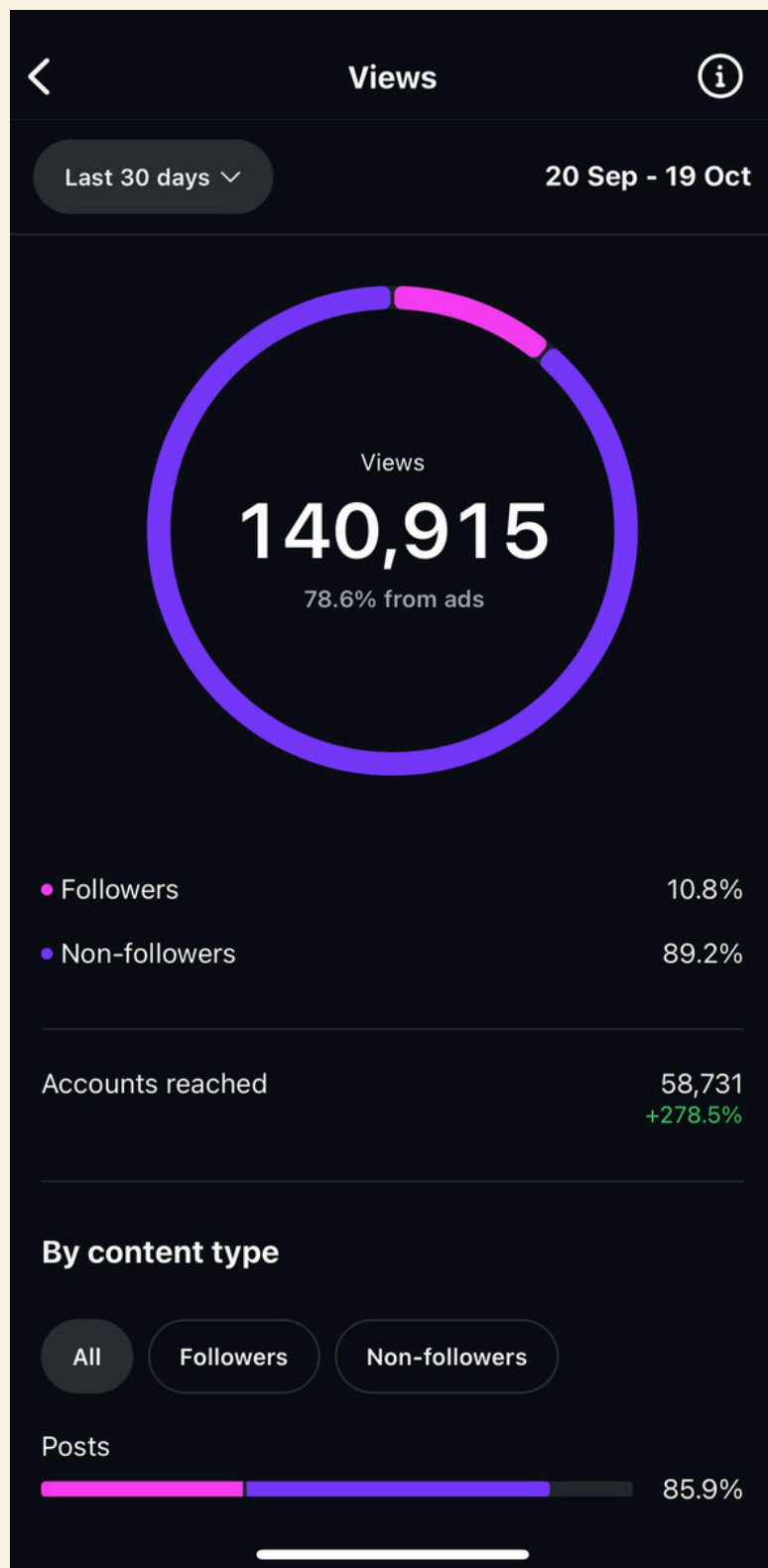
ORGANIC  
IMPRESSIONS  
LINKEDIN

OCT 2025

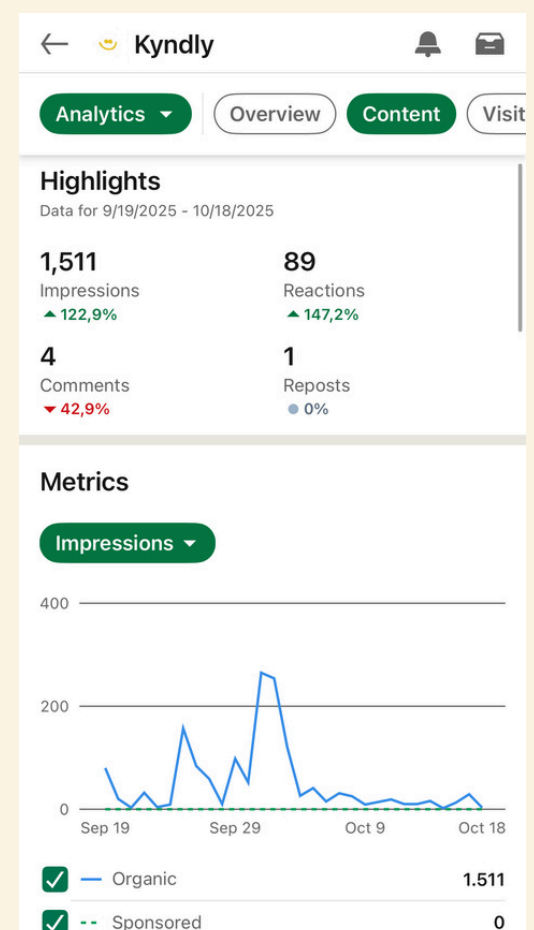
# ONLINE STATS

Our latest stats can be requested any time!

## Instagram (October 2025)

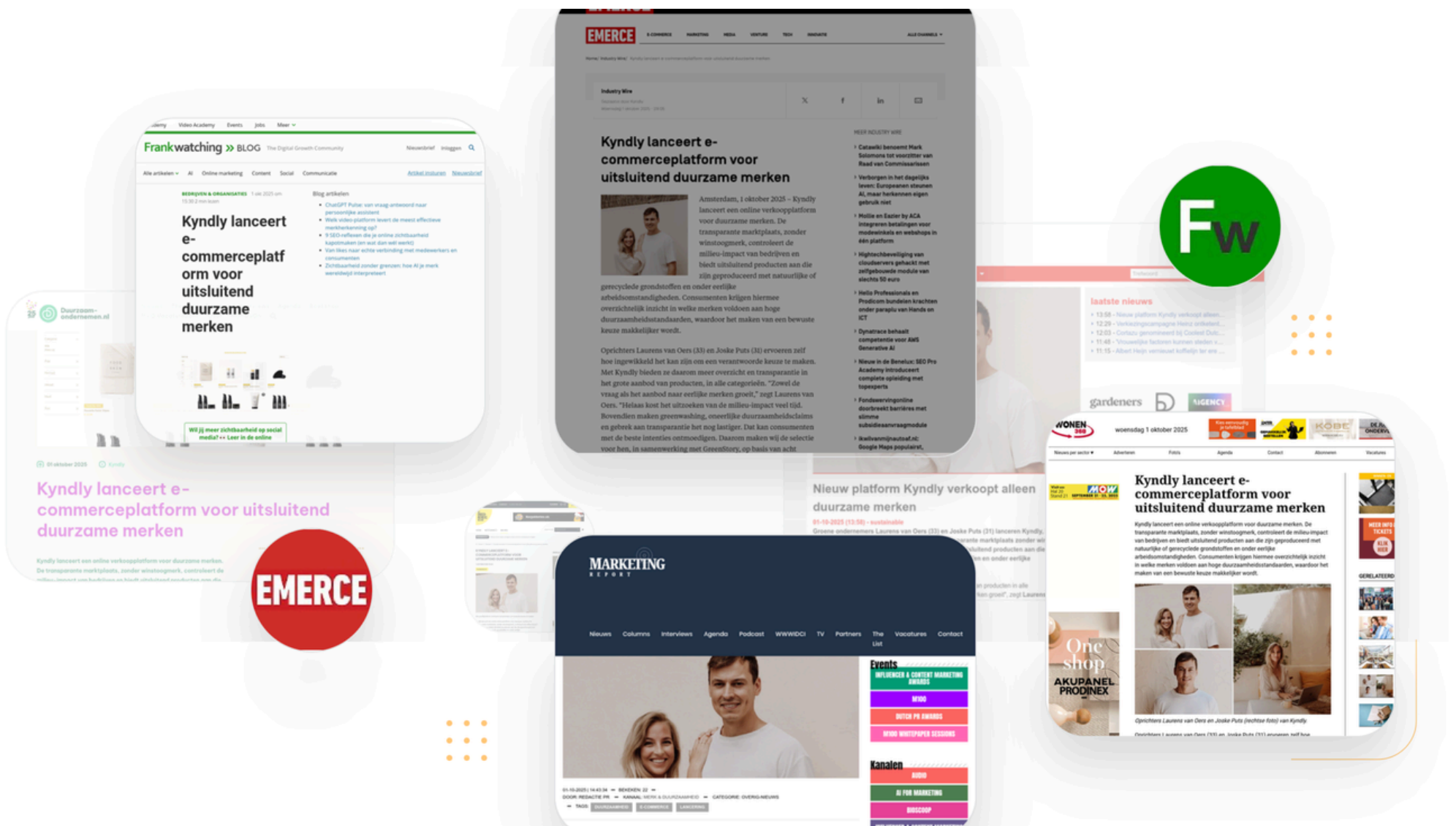


## LinkedIn



# PRESS

An overview of media coverage for our launch.



**373K**

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage

**39.8K**

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



**By joining Kyndly, your brand becomes part of a movement that turns shopping into *a force for good*. Together, we can reach conscious consumers, build trust through transparency, and create real impact for **people and the planet**.**

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