

EveryDay *Happy*



More Joy, Self-Love & Ease



@EveryDayHappy.Life



@EveryDayHappySavvy

MEDIA KIT 2021

EveryDay Happy is all about helping you create more happiness, self-love and ease in your life.

From our weekly Feel-Good Friday Notes, to our EveryDay Happy Show podcast and social media posts and stories, everything we do is designed to help you get inspired, feel fulfilled and create more joy in your every day.

Not to mention – make you laugh, smile and be kinder to the amazing person staring back at you in the mirror!

AWARDS

Forbes Top 100 Website for Women

W3 Award Winner - Best Lifestyle Website

W3 Award Winner - Best Writing for a Lifestyle Website

WHAT OUR COMMUNITY SAYS ABOUT US

"You are a stand out that makes me happy every time I read your emails and makes me stop and realize that maybe I should take some time to stop stressing. Thank you for your beautiful kindness. I can only aspire to create such a wonderful, inspirational, loving and kind presence in the world." - **Alexandra**

"Thank you very much for your heart warming affirmations of positivity and gratitude in abundance. So appreciate you!" - **Amy**

"I appreciate your emails and the insights you always share. Thank you for working to make other people's lives better and happier." - **Davy**

"Thanks for your inspiring words. I always enjoy reading your emails and taking your advice. I'm grateful to have found you!" - **Sharyn**

"If you're in need of a life 'pick-me-up' or just want to feel inspired and empowered do yourself a favor and join!" - **Susan**

AS SEEN IN

Forbes Entrepreneur

mediabistro

LOS ANGELES
BUSINESS JOURNAL

THE
HUFFINGTON
POST



OUR COMMUNITY AT A GLANCE

25K



Newsletter Subscribers
(July 2021)

68K



Median income

8-10%



Monthly Growth Rate

70%



Have children or plan
to in the next year

92%



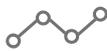
Female

61%



Married or in a committed
relationship

63%



Age 35 - 54

92%



Hold a college degree or
higher

75%



Shop online at least
once a week

57%



Work full-time

Over

75%

of our
audience is
interested in
the following:

- Life Inspiration
- Personal Development & Growth
- Self-Care
- Self-Love
- Health
- Happiness



WE GO BEYOND BANNER ADS FOR A BIGGER WIN-WIN-WIN!

EveryDay Happy is the new go-to community for inspiration, joy, self-love and ease.

We love introducing our community to products, services and brands that'll improve their lives. Our audience knows we have their best interest at heart and trusts our recommendations.

WE INCLUDE SPONSORS IN OUR CONTENT BECAUSE EMAILS, PODCASTS & BRANDED CONTENT WORK:

- For every \$1 marketers spend on email, the ROI is \$42.
- Email CTRs are 60X banner ads and 6X social media.
- Email drives more conversion than any other marketing channel including social media and search.
- Branded content on average is 22x more engaging than digital display ads.
- Marketers who distribute branded content via premium publishers deliver a 50% higher brand lift than those who publish via their own channels.
- 90% of podcast listeners think that podcast ads are effective.
- 67% of podcast listeners can recall the products and brands featured in podcast advertisements.
- 63% of podcast listeners say they've purchased a product they discovered from a podcast sponsorship.

*Source: The Podcast Trend Report, Adobe, Pressboard Media, Smart Insights 2020, Litmus

FEEL-GOOD FRIDAY NOTES

\$5,000 EXCLUSIVE SPONSORSHIP

This email newsletter is sent every Friday to 25,000 subscribers (and growing 8-10% monthly). Topics range from self-love and self-care to personal growth, goal-setting, purpose and motivation. Each newsletter includes a main article, a Today's Tip, three Today's Picks and the Quote du Jour.

Be the EXCLUSIVE SPONSOR and maximize your connection and offerings to our readers.

This includes:

1. Today's Tip

This 100 to 200 word creative sponsorship is a write-up showcasing your product or service and located directly beneath the main article. Here you can dive deep with our readers, provide value and get them excited about your product, brand or service, and include up to two links where they can learn more, sign up or make a purchase.

Bonus 1: Also included on EveryDayHappyLife.com

Bonus 2: Also included as a Social Media Story on Facebook and Instagram with tag.

2. Today's Picks

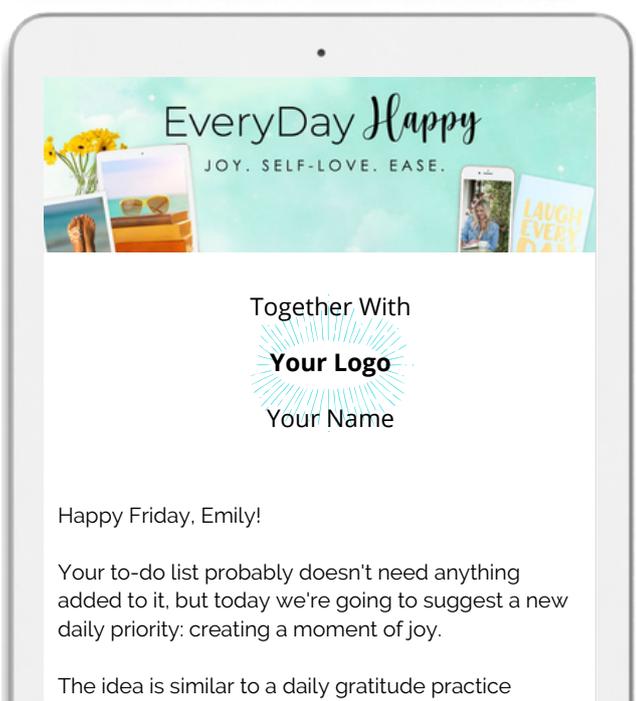
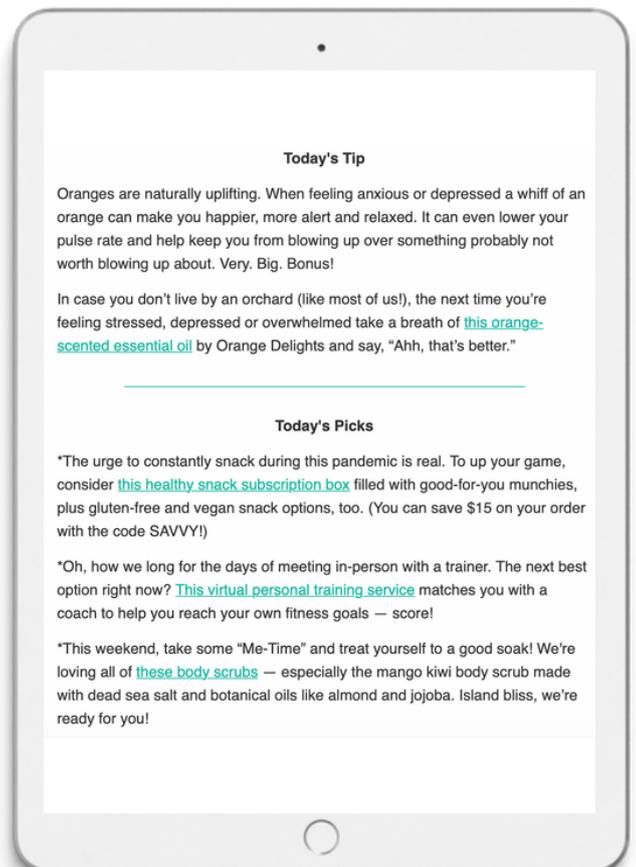
In this fan-favorite section you can highlight three products or services that appeal to our readers. Each "pick" includes a two to three sentence description and direct link to where they can learn more, sign up or make a purchase. You can also offer our readers an exclusive special or promo code.

Since we know our audience best, we'll write the Today's Picks copy, but you'll be able to provide feedback and give final approval.

Bonus: Also included on EveryDayHappyLife.com

3. Together With Logo

Your logo will be featured directly beneath our top banner with the words "Together With" -- so our readers know we're partnered with Y-O-U! And will link directly to your website.



THE EVERYDAY HAPPY SHOW PODCAST

everydayhappylife.com/podcast

We're getting ready to include sponsors in our brand new podcast, the EveryDay Happy Show. If you're interested in being one of the first, please mention it to our team. :)

About the EveryDay Happy Show:

This feel-good podcast is designed to help listeners get inspired, feel fulfilled and create more ease and joy in their every day. The show is a mix of solo shows from Emily Florence (Founder of EveryDay Happy) and interviews with notable guests including New York Times best-selling author Robyn Spitzman and author and intuition expert Kim Chestney.

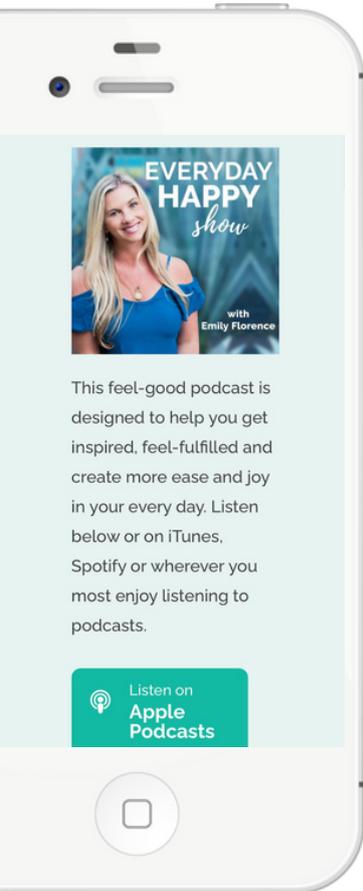
Early Praise for the EveryDay Happy Show



"I love and look forward to each episode! I take notes in a little notebook to remind myself of points that really struck me. Thanks for all that you do!!!"

"I love listening to Emily! It can set my day on the right course or change a grouchy mood. She clearly has a special gift and I'm so grateful she shares it!"

"This feel-good show is exactly what I needed to hear today. Thanks for the inspiration and wisdom!"



ABOUT FOUNDER EMILY FLORENCE

Emily Florence is the founder of EveryDay Happy (formerly known as Savvy Miss), which is honored to be named a Forbes Top 100 Website for Women. She's also the host of the EveryDay Happy Show podcast, a certified life, life purpose and business coach, a writer, and a former entertainment publicist and journalist.

Emily has a Master of Arts in Broadcast Journalism from Emerson College in Boston, a BA in Cultural Anthropology from the University of California at Santa Barbara and a Life Coaching Certificate from the Life Purpose Institute. Prior to becoming an entrepreneur she was an entertainment publicist representing award-winning clients including *American Idol*, *Gilmore Girls*, *So You Think You Can Dance*, *Malcolm in the Middle*, *Bernie Mac* and more.

We look forward to working with you!

Emily and the EveryDay Happy Team



Emily Florence.

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**Ready to work together? Have a question?
Please contact:**

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"The most important thing is to enjoy your life, to be happy, it's all that matters." - Audrey Hepburn