

EVERYDAY AMERICAN HOME

Media Kit — Brand & Partnership Overview

ABOUT US

Who we are

Everyday American Home is a digital content platform focused on helping U.S. consumers discover high-quality products for everyday living.

We specialize in curated recommendations across home, kitchen, pet care, cleaning, and smart home technology. Our mission is to simplify product discovery through trusted, content-driven recommendations that support better purchasing decisions.

AUDIENCE PROFILE

High-intent U.S. consumers

- Primary market: United States
- Age range: 25–65
- Homeowners and renters
- Families and professionals
- High purchase intent consumers
- Mobile-first online shoppers

CONTENT FOCUS

Content designed to convert

We publish high-conversion content designed to support purchasing decisions:

- Product reviews
- Buying guides
- Top product lists
- Comparison articles
- Lifestyle recommendations

CORE CATEGORIES

What we cover

- Home Essentials & Organization
- Kitchen & Cooking Products
- Pet Care & Smart Pet Devices
- Cleaning & Household Tools
- Smart Home Technology
- Outdoor & Living Solutions

TRAFFIC SOURCES

How we reach our audience

We generate targeted U.S. traffic through a mix of paid social, organic search, and conversion-focused content:

- Meta Ads (Facebook & Instagram)
- SEO-optimized content
- Product review articles
- Conversion-focused landing pages

AFFILIATE NETWORKS

Platforms we work with

We collaborate with leading affiliate platforms to connect brands with ready-to-buy consumers:

- Impact
- ShareASale
- Awin
- CJ

VALUE FOR BRANDS

Why partner with us

We provide brands with more than impressions — we deliver qualified, purchase-ready traffic through trusted editorial placements.

- Targeted U.S. consumer traffic
- High-intent product discovery audience
- Performance-driven content distribution
- Scalable paid advertising campaigns
- Long-term content visibility

PARTNERSHIP APPROACH

How we work together

- Affiliate partnerships
- Product reviews
- Buying guides
- Content-based promotions

WHY PARTNER

Results-driven partnerships

We focus on connecting the right product with the right audience through high-quality content and performance-driven marketing strategies.

Our goal is to drive real purchasing behavior, not just impressions.

CONTACT

Let's talk

For partnerships, collaborations, or affiliate campaigns, please contact us through the website contact page.