

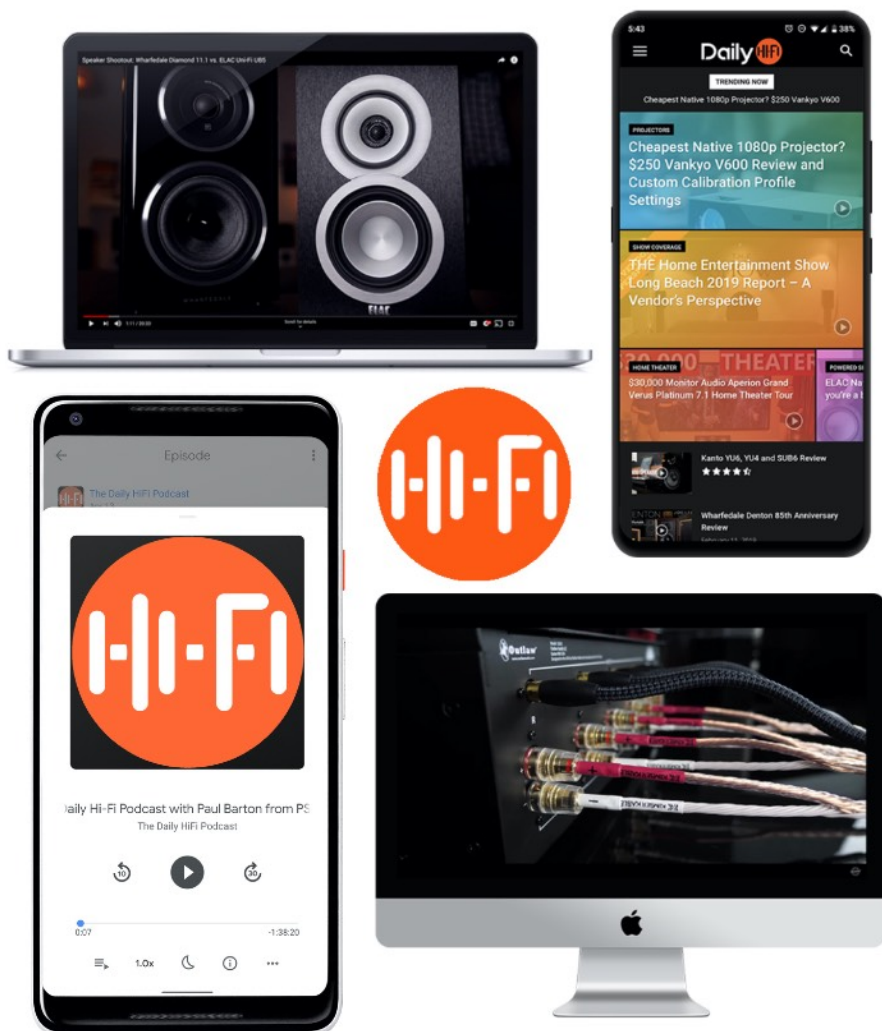


MEDIA KIT

## MISSION STATEMENT

There has been a paradigm shift in the way consumers search for information about consumer electronics before making buying decisions. The ability to assemble research through online videos, podcasts, print reviews, social media, and interaction with other consumers has completely transformed the way people shop. Traditional media is no longer an effective medium for influencing buying decisions. There is a better way.

DailyHiFi is a collaboration of industry leading video producers, writers, podcasters, and social media experts focused on delivering state of the art content to drive consumer buying decisions in home audio, personal audio, home theater, music, film, and high-end car audio. Our 24/7 network delivers the latest news, reviews, features, and social media coverage influencing consumer behavior around the globe.



# AUDIENCE

<p><b>29.1M</b> LIFETIME VIEWS</p>	<p><b>4.8M</b> MINUTES WATCHED (PAST 28 DAYS)</p>	<p><b>1.09M</b> TOTAL VIEWS (PAST 28 DAYS)</p>
<p><b>185.4K</b> TOTAL YOUTUBE SUBSCRIBERS</p>	<p><b>37%</b> 18-34 YEARS OLD</p>	<p><b>28%</b> 35-44 YEARS OLD</p>
<p><b>19%</b> 45-54 YEARS OLD</p>	<p><b>10%</b> 55-64 YEARS OLD</p>	<p><b>95% 5%</b> MALE TO FEMALE DEMOGRAPHIC</p>

Updated July 2020

Overview **Reach viewers** Interest viewers Build an audience Earn revenue Last 28 days

**SEE MORE**

**Traffic source types**  
Watch time - Last 28 days

Suggested videos	38.7%
YouTube search	27.8%
Browse features	16.9%
External	6.7%
Channel pages	3.8%

**SEE MORE**

**Traffic source: External**  
Watch time - Last 28 days

Google Search	49.2%
Reddit	3.3%
YouTube	2.7%
...	...
YouTube	3.3%
Reddit	3.3%
Google search	49.2%

Watch time - Last 28 days

**Traffic source: External**

**SEE MORE**

**Impressions and how they led to watch time**  
Data available May 31 - Jun 27, 2019 (28 days)

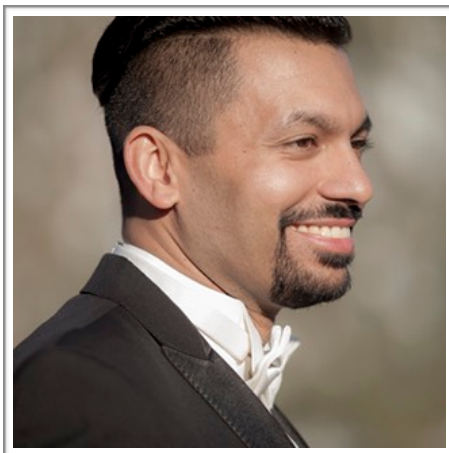
- Impressions: **2.2M**
- 56.1% from YouTube recommending your content
- 4.2% click-through rate
- Views from impressions: **91.4K**
- 3:56 average view duration
- Watch time from impressions: **359.7K**

# CHANNELS



**Joe N Tell**

Joe creates videos that are technical yet easy to understand. Best known for his speaker reviews, he utilizes frequency response measurements, near-field and binaural sound demos. He hosts a seminar called “Welcome to HiFi” where he talks to companies about how to attract the next generation of audio enthusiasts.



**Techno Dad**

With a background in music production, as a music teacher and professional DJ, Channa brings a different perspective to reviews. Offering both educational tutorials, and product videos, he delivers unique content for both the beginner, and sophisticated audiophile and videophile.



**Youthman**

Michael has a dedicated theater room where he reviews various speakers, receivers, amplifiers, subwoofers and other products. His current system is a 7.2.4 Dolby Atmos setup. Many look to him for advice on home theater setup, equipment, and calibration. His focus is home theater, but he also reviews other audio/video products as well.

# SERVICES

## Content Creation

Product Videography  
Video Editing  
Product Photography  
Ad Creation

## Advertising Opportunities

Sponsored Mentions on Videos  
Sponsored Mentions on Podcasts  
Channel Sponsorship for YouTube  
Channel Sponsorship on Podcasts  
Website Banner Advertising  
Sponsored Posts on Facebook/Stories  
Sponsored Posts on Instagram/Stories  
Sponsored Posts on Twitter  
Cross-Platform & Cross-Channel  
Sponsored Mentions

## Trade Show Coverage

Live Coverage  
Dedicated In-Room Coverage  
In-Room Audio Recordings with  
Professional Mics  
Same Day Edits

## Consultation

Social Media Marketing Consultation  
Influencer Marketing Consultation  
PPC/PPM Advertising Consultation  
Branding Consultation  
Product Development Feedback

## Reviews (Free)\*

Video Product Reviews  
Written Product Reviews

\*Product/service reviews are independent of our paid services. We review products that we feel are of interest to us and our audience. Advertising is not a pre-requisite for reviewing a product. Advertising with us will not have a positive effect on the outcome of our reviews. Companies may not advertise on the same video as a review of their product.

# TESTIMONIALS



MOFI DISTRIBUTION

"Joe's fresh perspective and impeccable content quality make his channel a great place to connect with people who love audio. His straight-forward honest approach and work ethic make him enjoyable to collaborate with."

**Jonathan Derda, National Sales & Marketing Manager, MoFi Distribution**



"Working with Youthman has always felt like a true partnership. His knowledge of home audio combined with his professionalism, responsiveness and the quality of content on his YouTube channel has been tremendously valuable to SVS. His detailed-oriented approach and positive energy translate amazingly well to video and I have seen firsthand the influence his opinions have on buying decisions."

**Nick Brown, Vice President of Marketing, SVS | Specialty Technologies**



"Joe translates boring marketing mumbo-jumbo into concepts that are easily understood by a new generation of audio enthusiasts. This is clearly improving the exposure of our product to the existing target audience, as well as drawing in new consumers we have not reached before. That's what growth is all about."

**Jack Cao, US Distributor for Micca, TekFX LLC.**

## CONTACT US

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## WEBSITE

[www.dailyhifi.com](http://www.dailyhifi.com)

