

# SURVIVING THE DAILY — MEDIA KIT

## ABOUT THE BRAND

Surviving the Daily is a tactical, practical everyday carry (EDC) channel focused on readiness, adaptability, and affordability. With nearly 600 videos and a growing community, the channel helps viewers refine their EDC setups with real-world, budget-conscious recommendations.

## AUDIENCE SNAPSHOT

Gender	93.8% Male
Primary Age Range	25–64
Top Country	84.9% U.S. Based
Viewer Interests	DIY, Tools, Home Improvement, Vehicles, Rock Music

## CHANNEL REACH & METRICS

- 5.0K YouTube subscribers
- 596+ videos published
- 90.8K views (last 28 days)
- 63.3K unique viewers
- 3.5K watch hours
- Avg view duration: 2:39
- Returning viewers: 16.8%

## CONTENT FORMATS

- Full-length gear reviews
- YouTube Shorts and quick-hit highlights
- Instagram reels & posts
- EDC loadouts, pocket dumps & comparisons
- Field-use impressions and follow-ups

## SELECTED BRAND PARTNERS

Olight • Wuben • Trayvax • Big Idea Design

Maxpedition • CJRB • SRM • Goldenmate

Keyport • CROM Tools • Tuningi / Smingy

## COLLABORATION OPTIONS

- Dedicated YouTube reviews
- YouTube Shorts product features
- Instagram posts & reels with tagging
- Multi-platform launch bundles
- Affiliate and discount code integrations
- Ongoing series or category-focused coverage

## CONTACT

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