Emily Reviews

How The Gift Guide Works:

The Emily Reviews Holiday Gift Guide runs from November 1st through December 15th of each year. **There are no payments or fees involved with participating in our gift guide**. We ask sponsors to perform an exchange with us, where the sponsor mails us product(s) and in return we promote the sponsor on our blog and social media channels . Instead of a payment, we accept and keep the products that we receive as a form of compensation for our time and efforts in promoting your brand and products.

We promote brands in 7 different ways during our gift guide, the 7 ways include blog post reviews, blog post features, social media promotion, giveaway, gift idea round-ups, newsletter shout-outs and sidebar ads. Some brands receive all 7 types of promotion, while others will be promoted in one or two of these ways and not the others. **The amount of promotion that your brand receives will depend on the retail value of the products that are sent to us.** In other words, a sponsor who sends $50 worth of product(s) will get less promotion than a sponsor who sends $100 worth of product(s). See the "promotional levels" header below for more details on the amount of promotion we are exchanging for products.

Emily Reviews Demographics:

87% female
32% 25-34
23% 35-44
82% US
6% Canada
55% Mobile
37% Desktop
8% Tablet

Reader info from an Emily Reviews survey

91.6% are the primary shopper for their household.

75% have children.

28.2% have children under age 6.

37.4% have children ages 6-12

18.3% have 13-18 year olds.

Gift Guide Round-up

Review or Featured Post

Newsletter shout-out

Instagram post

Sidebar Ad

Available levels of promotion:

*None of these levels require a fee or payment of any kind. The values listed for each level is based on the retail value of the product(s) sent to the blogger.

Level A

Under $50 worth of product

Gift Guide Round-up

Review or Featured Post

Newsletter shout-out

Instagram post

Sidebar Ad

Level A: $20.00 - $49.99 Worth Of Product
- Inclusion in a gift ideas round-up blog post
- The option to sponsor a giveaway for your product(s)

Level B

$50-$74 worth of product

Gift Guide Round-up

Review or Featured Post

Newsletter shout-out

Instagram post

Sidebar Ad

Level B: $50.00 - $74.99 Worth Of Product
- A review or featured blog post
- The option to sponsor a giveaway for your product(s)

Level C

$75-$99 worth of product

Gift Guide Round-up

Review or Featured Post

Newsletter shout-out

Instagram post

Sidebar Ad

Level C: $75-$99.99 Worth Of Product
- Inclusion in a gift ideas round-up blog post
- A review or featured blog post
- The option to sponsor a giveaway for your product(s)

Level D

$100-$149 worth of product

Gift Guide Round-up (x2)

Review or Featured Post

Newsletter shout-out

Instagram post

Sidebar Ad

Level D: $100.00-$149.99 Worth Of Product
- Inclusion in TWO gift ideas round-up blog posts
- A review or featured blog post
- The option to sponsor a giveaway for your product(s)
- Promotion of your review or featured blog post on Facebook and Twitter

Level E

$150-199 worth of product

Gift Guide Round-up (x2)

Review or Featured Post

Newsletter shout-out

Instagram post

Sidebar Ad

Level E: $150-$199.99 Worth Of Product
- Inclusion in TWO gift ideas round-up blog posts
- A review or featured blog post
- The option to sponsor a giveaway for your product(s)
- Promotion of your review or featured blog post on Facebook and Twitter
- A shout-out in a newsletter email

Level F

$200-299 worth of product

Gift Guide Round-up (x2)

Review or Featured Post

Newsletter shout-out

Instagram post

Sidebar Ad

Level F: $200-$299.99 Worth Of Product
- Inclusion in TWO gift ideas round-up blog posts
- A review or featured blog post
- The option to sponsor a giveaway for your product(s)
- Promotion of your review or featured blog post on Facebook and Twitter

- A shout-out in a newsletter email.
- Promotion of your product or brand on Instagram

Level G

$300 worth of product

Gift Guide Round-up (x2)

Review or Featured Post

Newsletter shout-out

Instagram post

Sidebar Ad

Level G: $300+ Worth Of Product
- Inclusion in TWO gift ideas round-up blog posts
- A review or featured blog post
- The option to host a giveaway for your product(s)
- Promotion of your review or featured blog post on Facebook and Twitter
- A shout-out in a newsletter email.
- Promotion of your product or brand on Instagram
- A 2 week 125x125 ad in our sidebar

Levels H, I, J & K
I'll cover these quickly as we typically only have a handful of brands participate at these levels. Each of these will include the following:
- Inclusion in TWO gift ideas round-up blog posts
- A review or featured blog post
- The option to host a giveaway for your product(s)
- Promotion of your review or featured blog post on Facebook and Twitter
- A shout-out in a newsletter email.
- Promotion of your product or brand on Instagram

Then depending on the value sent, the size of and/or the length of your sidebar ad will vary.

Level H: Sending $400+ in product samples gets you 3 weeks at 125x125 size.
Level I: Sending $500+ in product samples gets you 4 weeks at 125x125 size.
Level J: Sending $750+ in product samples gets you 4 weeks at 200x200 size.
Level K: Sending $1000+ in product samples gets you 6 weeks at 200x200 size.

2025 Holiday Gift Guide Categories

- Gifts For men
- Gifts For women
- Gifts For teens
- Gifts For big kids (8-12 years)
- Gifts For little kids (3-7 years)
- Gifts For babies & toddlers
- Gifts For pets
- Stocking stuffers for adults
- Stocking stuffers for teens + young adults (13-23 years)
- Stocking stuffers for kids
- "Last minute gifts" For brands who send items after mid November.

Types of promotion:

Features:
- 300+ word blog post that focuses exclusively on your brand, retailer or product.
- Focus on introducing the product and its advertised features to our readers, instead of our personal experience with the product.
- Features will include photos that we take of your product, but in most cases **will not** include your photo being used by our family members.
- A great way to get a quick turn-around on advertisement written in a voice that feels personal and familiar to our readers.

Featured post examples from previous holiday gift guides:
Playmates Toys Feature
Malouf Z feature

Reviews:
- 300+ word blog post that focuses exclusively on your brand, retailer or product
- Items are thoroughly tested by us
- Blog post focuses on our experience with the item(s) sent for review
- Usually includes photos that we take of your product by itself and of the product in use by a family member.
- Allow us to introduce our readers to your item in an in depth way that feels more authentic and personal than most other forms of advertising.

- Reviews can be found by people searching for reviews of your brand or product and can help sway them into purchasing.

Review examples:
Upper Bounce review
Maxi Cosi review

Gift Ideas Round-Up:
- Blog posts that feature 10+ gift ideas for a certain recipient (example: gifts for teenagers) from various brands and retailers. Each of the gift ideas in the blog post would include a stock photo of the gift idea, and then a small paragraph describing what the gift is and what type of person (such as a crafty or creative tween or teen) the gift would be best for.
- Each gift idea paragraph would link to the sponsor, will list the retail price of the item, a link where the item can be purchased.
- If the item included in the gift ideas round up also was promoted through a review or a feature blog post, the paragraph will link to the review or feature as well.
- Many of our readers and social media followers check out our gift guide round-up blog posts to find new, unique or fresh gift ideas for others on their gift-giving lists.
- Our round-up blog posts are a great way for our busy or "just browsing" readers to quickly scan for products that interest them or that they believe will interest a loved one.
- We can promote our gift guide round-ups easier than individual reviews, so they draw in more readers from social media than individual reviews.

Examples of round-ups from last year:
55+ Gift Ideas For Women
40+ Gift Ideas For Little Kids

Social Media Promotion:
- All reviews and features that are part of the holiday gift guide will be promoted across the Emily Reviews twitter page 3 times, and the Emily Reviews Facebook and google plus pages once.
- All gift ideas round-up blog posts will be promoted across the Emily Reviews twitter account three times and across the Emily Reviews Google Plus, and Facebook accounts once.
- All blog posts that include giveaways will be promoted across giveaway promotion sites such as online-sweepstakes.com and will be listed on our current giveaways page.
- Social media promotion allows us to reach individuals who follow us on social media but don't subscribe, and to reach outside of our network when others re-share our social media posts.

Giveaways:
- All brands participating in our holiday gift guide in any way have the option of including a giveaway.
- Our blog posts that include giveaways get an average of 3x more traffic than our other blog posts, so offering a giveaway is highly recommended to increase the traffic to your blog post. Your brand will have their Twitter (follow and tweet about), Facebook (visit page), Instagram (follow) and Pinterest (follow) listed on the giveaway entry form if you would like.
- If your brand qualifies for a review or feature, your giveaway form will be listed in your review or featured blog post.
- If your brand is only being included in a gift ideas round-up blog post, we will create a blog post that will just include the prize details and the entry form for your giveaway.
- Brands are responsible for shipping out giveaway prizes directly to the winner within 4 weeks of the end of the giveaway.
- We typically run giveaways for 14-16 days.
- Approximately 85% of your audience is from the US, and another 8% from Canada so we recommend opening your giveaway to both the US and Canada.
- We can promote our giveaways on giveaway promotion sites which draws in new individuals who aren't Emily Reviews subscribers, increasing the amount of visitors to the blog post.
- Giveaways can draw in new followers for your social media accounts.

Sidebar Ads:
- Sidebar ads are small (125x125 pixels in size) ads that are placed in the right sidebar of the blog.
- The sidebar (and sidebar ads) are visible from the blog homepage (www.emilyreviews.com) as well as on the side of every individual blog post.
- Sponsors who qualify for a sidebar ad must provide a 125x125 image, or a larger image that is perfectly square that we can downsize. We cannot use rectangular images because they will not resize into the 125x125 size that the space needs.
- Suitable sidebar images are logos, stock images of a particular product or an ad-image. Sidebar ads cannot be animated or flashing.
- Sidebar ads are visible on every page on the Emily Reviews blog, allowing your logo, image or ad to be seen at least 50 thousand times over the course of a 2 week ad.

Deadlines & important dates:

November 1st -   Gift guide begins.
November 1st -   Ideal deadline for review item arrival.*

November 15th -   Required deadline for review items.
November 15th -   Ideal deadline for featured item arrival*
November 30th -   Required deadline for featured item arrival.
December 15th-   Gift guide ends

Note - Gift Guide Round up posts will be published from November 15th through November 27th. If you qualify for HGG inclusion but have not shipped product on time then your item will not be included on the publish date but may be added in later.
*If you cannot work within this timeframe, an alternative agreement must be made.

General rules and guidelines:

We follow FTC requirements for bloggers. We abide by Google webmaster guidelines. We only post honest reviews. In the unlikely event that your item breaks or doesn't work as advertised, we will contact you to let you know what happened and give you the option of having no review posted at all. We do not guarantee to follow through with a review, blog post or gift guide inclusion if the sponsor sends a different product than we request, or sends a different color, size or quantity that we requested. We do not run giveaways for discounts, coupons, sample or trial sized products or products that are available to the general public for free. Sponsors are responsible for the cost of shipping items directly to the winner(s).

Contact: Feel free to reach out to the blog owner, Emily Evert, regarding any questions or concerns that you have about our gift guide. My email address is emilyreviewscom@Gmail.com.