Wired Wisely media kit

Updated October 20, 2026. Wired Wisely is a new, independent shopping-guide site and faceless YouTube Shorts channel (voiceover plus product visuals). We write plain-English buying guides and short videos that help everyday shoppers pick gear worth the money, and skip what isn't.

Where we are today (real numbers)

We just launched, so we publish our actual numbers rather than projections:

- **Website:** wiredwisely.pages.dev launched in October 2026 and now has 80+ guides and pages. Cloudflare Web Analytics recorded 90 pageviews across 70 visits from October 18 to 20, 2026 (cookie-free analytics, sampled).
- **YouTube:** @Wiredwisely92 launched October 17, 2026. As of October 20 it has 6 public videos and 173 total views, with new Shorts in production.
- **Tracking:** We'll share an updated stats snapshot with every proposal and a placement report (views, clicks) after every campaign.

What that means for you: early partners get founding rates that are locked for 3 months while the audience grows, and the content we make for you stays up permanently, so it keeps earning attention as traffic builds.

Audience and categories

US-focused everyday shoppers, men and women, mostly 18 to 45, looking for practical buying advice before they spend.

- **Smart home and lighting:** Govee-style LED and TV backlights, smart speakers, streaming boxes
- **TVs and projectors:** Black Friday TV picks, ultra short-throw, laser and portable projectors
- **Sleep and wellness:** sleep setups, cooling mattress pads, pillows, massage guns

- **Everyday and Her Finds:** tumblers, fragrance, car and home scent, hair tools, skincare gadgets, books, gifts
- **Game-day tech:** TVs for sports, smart basketballs, gadgets for fans
- **Gaming and security:** gaming gifts, password managers, scam-avoidance guides

Content formats

- **Faceless YouTube Shorts** (30 to 60 seconds, voiceover plus product visuals): comparisons, "worth it?" verdicts, countdowns, myth vs fact.
- **Buying guides and comparisons** on the site, linked from Shorts and kept up to date.
- **Today's Deals:** a daily page of hand-picked deals, each price checked on Amazon the same morning.
- **News hub:** quick, sourced tech news and security alerts (Apple events, iPhone launches, urgent updates), linked to Shorts.
- **Seasonal roundups:** Halloween, Black Friday, holiday gifts, game-day.

Ways to work together

- **Paid placements (founding rates):** Shorts mention $50, dedicated Short $150, featured site week $75, sponsored guide $175, starter bundle $200, monthly partner $400. **New: Today's Deals sponsor spot**, one clearly labeled "Sponsored" slot at the top of the daily deals page; ask for the founding weekly rate. See all options.
- **Site features:** featured spots in our buying guides and seasonal roundups.
- **Optional product seeding:** faceless demo Shorts (hands and product only), with an honest verdict.

Our standards

- Every paid or gifted placement is clearly disclosed, per FTC rules.
- No editorial control: honest pros and cons, always.
- We only work with reputable brands and don't promote gambling, betting, or questionable health claims.

- Payment by Stripe invoice only. We never accept gift cards, crypto, wire requests, or overpayments.

Contact

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