

Emily Post®

AMERICA'S MOST TRUSTED SOURCE FOR ETIQUETTE ADVICE  
FOR 100 YEARS AND COUNTING.

# THE EMILY POST INSTITUTE. INC.

We are a 5th-generation family business carrying on the legacy of Emily Post by documenting and adapting American manners and etiquette for the modern-day.

Through our ever-growing library of books, extensive website, training programs, and media presence, we offer our audience multiple ways to explore and implement etiquette into their lives and improve their interactions and relationships with others.

Emily Post®

# A LONG HISTORY WITH PARTNERSHIP



Since the 1930s, Emily Post has been partnering with brands connecting products and services to etiquette advice, and it's a tradition we're proud to carry on today.

Emily worked with Tangee lipstick, Camay soap, Crane paper, and White Owl cigars. Proctor and Gamble presented Emily's hit radio program on NBC. Later, she went on to be sponsored by General Electric.

# A SOLID FOUNDATION

*"When two people come together, and their behavior affects one another, you have etiquette ... it is not some rigid code of manners, but simply how person's lives touch one another." - Emily Post*

ALLOWS US TO CONNECT  
ETIQUETTE TO ANYTHING.

# A SOLID FOUNDATION

With advice based on the principles of **consideration, respect, and honesty**, our advice is relatable and, at the same time, aspirational.

# MEET OUR SPOKESPEOPLE



## DANIEL POST SENNING

Don't let his focus on business and tech etiquette fool you; Dan is a die-hard family man who can charm the audience just as well as he can educate them.



## LIZZIE POST

A veteran of tackling taboo topics at the institute, Lizzie shares advice with a reassuring and relatable tone no matter the subject.

# A REGULAR SOURCE FOR ALL MEDIA OUTLETS

- Our spokespeople are seasoned professionals in both live and recorded interviews.
- We receive media requests from local and A-list outlets weekly, with 200-300 interviews requested yearly.
- Our spokespeople are confident with bridging and keeping an interview on track when we are speaking in partnership with or on behalf of another brand.

# MEDIA OUTLETS WE'VE WORKED WITH RECENTLY

The New York Times



Los Angeles Times

The Washington Post



The Atlantic



THE WALL STREET JOURNAL.



VERANDA

TOWN&COUNTRY



GOOD HOUSEKEEPING

MarketWatch



SLATE

TRAVEL+ LEISURE



Emily Post®



# A SAMPLE OF MEDIA HITS FROM 2023

**Please click the links below for samples of our work with the media.**

[Daniel Post Senning, The Today Show June 6, 2023](#)

[Lizzie Post, The Today Show, August 15, 2023](#)

[Daniel Post Senning, Market Place, NPR, September 20, 2023](#)

[Lizzie Post, USA Today, How to Say Thank You For an Unexpected Gift: The Emily Post Institute Tips, December 12, 2023](#)



# OUR AUDIENCE

- Our weekly podcast receives 5-11,000 downloads per week.
- Our Substack audience reaches 22,000 members 3 times a week.
- Our Instagram account has over 12,000 followers, and our Facebook page has over 30,000 followers.
- EmilyPost.com receives roughly 253,000 visits per month from 182,000 monthly visitors.

# OUR AUDIENCE

- Consists mainly of millennial women.
- Of those who visited our website or searched for Emily Post\*:
  - 52% are female
  - 53% are aged 18-44
  - 31% live in coastal states



\*During a 6 month period from April 2019 to January 2020

# A FEW OF THE COMPANIES WE'VE PARTNERED WITH LATELY

Emily Post®



CHATEAU SOUVERAIN.



# POTENTIAL SCOPE OF WORK

- SMT/RMT and phone interviews
- Virtual and in-person on-camera interviews
- Articles, digital content
- Tips (usually in 3, 5 or 10)
- Recorded content (audio and/or video)
- Substack mention
- Podcast mention

# CONTACT

If you'd like to find out more about how your brand can work with The Emily Post Institute for a brand partnership or spokesperson campaign, please email us today.

**[Spokesperson@emilypost.com](mailto:Spokesperson@emilypost.com)**



THANK YOU FOR TAKING THE  
TIME TO EXPLORE

Emily Post®