



AROUND THE HOUSE W/ERIC G.

AROUND THE HOUSE

MEDIA KIT 2025

THE AROUND THE HOUSE RADIO SHOW AND PODCAST, HOSTED BY ERIC GORANSON (ERIC G), FOCUSES ON HOME IMPROVEMENT, REMODELING, DESIGN, AND MAINTENANCE. ERIC G BRINGS A WEALTH OF EXPERIENCE AS A CERTIFIED KITCHEN DESIGNER AND HOME IMPROVEMENT EXPERT, OFFERING PRACTICAL ADVICE, TIPS, AND SOLUTIONS FOR HOMEOWNERS LOOKING TO IMPROVE OR MAINTAIN THEIR SPACES.



MEDIA REACH

36+

YEARS ON
THE AIR

700K DOWNLOADS

73K +

UNIQUE
PODCAST
LISTENERS

70+

SYNDICATED U.S. RADIO
STATIONS REACHING
MILLIONS OF LISTENERS

1.3M

ATH RADIO/
PODCAST
IMPRESSIONS

105K ATH TV FOLLOWERS

AROUND THE HOUSE
MEDIA KIT
2025

WHO WE ARE

AROUND THE HOUSE:

- *#2 HOME IMPROVEMENT PODCAST IN THE WORLD BY FEEDSPOT*
- *AROUND THE HOUSE CONSISTENTLY AVERAGES IN THE TOP 4 HOME IMPROVEMENT PODCASTS IN THE US.*
- *26,585 LARGEST SINGLE DOWNLOADED EPISODE*
- *GROWING OVER 22% ANNUALLY*
- *NATIONALLY SYNDICATED RADIO SHOW ON THE 'TALK MEDIA NETWORK'.*

LET'S WORK TOGETHER!

Mission Statement:

Around the House Show with Eric G* is the go-to destination for homeowners, contractors, and industry professionals seeking trusted advice, innovative solutions, and the latest trends in home improvement and design. With a nationally syndicated platform and a loyal audience that spans from DIY enthusiasts to building trade professionals, we offer advertisers a unique opportunity to connect with an engaged and influential community passionate about their homes and projects.

Let's chop it up and blow it up!

Partner with Around the House Show and align your brand with a trusted voice in the home improvement industry. Our audience doesn't just listen—they act, and your products or services could be the solution they've been searching for. Reach your target market through engaging content, national exposure, and an authentic connection that drives results. Let's build success together—join us as a sponsor today!



ERIC GORANSON, CKD—WIDELY KNOWN AS ERIC G®

IS A POWERHOUSE IN DESIGN AND CONSTRUCTION, WITH OVER 20 YEARS AS A CERTIFIED KITCHEN DESIGNER AND A CAREER DATING BACK TO 1993. A NATIONALLY SYNDICATED RADIO HOST AND INTERNATIONAL PODCASTER, ERIC'S EXPERTISE BRIDGES HOMEOWNERS AND CONTRACTORS, WITH NEARLY HALF HIS AUDIENCE COMING FROM THE BUILDING TRADE.

HAVING MANAGED HOME BUILDERS, DESIGN FIRMS, AND CUSTOM CABINET SHOPS, ERIC HAS INFLUENCED THOUSANDS OF REMODELING AND CONSTRUCTION PROJECTS. HE ALSO CONSULTS WITH TOP BRANDS LIKE BALDWIN HARDWARE AND KRAFTMAID CABINETRY, SHAPING INDUSTRY TRENDS AND PRODUCT INNOVATION.

A SOUGHT-AFTER SPEAKER, ERIC CAPTIVATES AUDIENCES AT EVENTS LIKE THE LBM EXPO, NKBA'S VOICES FROM THE INDUSTRY, AND NAHB CONFERENCES. RECOGNIZED AS A KITCHEN AND BATH DESIGN NEWS TOP 50 INNOVATOR IN 2019, ERIC'S IMPACT EXTENDS FAR BEYOND THE DRAWING BOARD.

FROM HOME RENOVATIONS TO ROCKING SEATTLE STAGES AS A BASSIST, ERIC'S CREATIVE ENERGY FUELS HIS MISSION TO REDEFINE DESIGN AND CONSTRUCTION WITH PASSION AND EXPERTISE.

