

# Baby Gizmo

INFLUENCING FAMILIES SINCE 2005

## about the company

Baby Gizmo is one of the most popular family lifestyle sites in the world dedicated to tips, videos, fashion, travel, food and humor.

## about the influencers

The company was founded in 2005 by Hollie Schultz, a popular YouTuber and parenting expert. This mom influencer has been featured in numerous magazines, news segments, TV shows, and digital platforms.

**Baby Gizmo** has become a family affair. Hollie's husband, Lee, runs his own popular YouTube channel, **Mr. Gizmo**, that features technology, DIYs, and dad reviews.

Savannah (17) is well-known Gen Z influencer that shares teen tips, fashion, travel and product reviews for her followers on **The Savvy Life** YouTube Channel.

**Junior Gizmo** features the Schultz Boys, Sawyer (15) and Sutton (13). They tackle anything related to boys including challenge videos, gaming, product reviews and teen/tween tips.

## statistics



72, 256



735,000



18,700



44,000

# BABY GIZMO

## METRICS & ANALYTICS

- **YouTUBE: 735K Subscribers**
- **YouTUBE: 390M Video Views**
- **Pinterest: 5.2M Monthly Views**
- **Pinterest: 44K Followers**
- Facebook: 72K Fans
- Instagram: 18K Followers
- Twitter: 13K Followers
- TikTok: 11K Followers
- Monthly Pageviews: 180K
- Monthly Visits: 130K

## DEMOGRAPHICS

- 67% of viewers/readers reside in the US
- 63% of viewers/readers are female
- 32% of viewers/readers are 25-34
- 36% of viewers/readers are 34-45

## HOW TO REACH ME

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