

# 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, baby gear, 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 (19) 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 (17) and Sutton (14). They tackle anything related to boys including challenge videos, gaming, product reviews and teen/tween tips.

## statistics



72, 256



716,000



16,700



46,000

# BABY GIZMO

## METRICS & ANALYTICS

- **YouTube: 718K Subscribers**
- **YouTube: 392M Video Views**
- **Pinterest: 3.2M Monthly Views**
- **Pinterest: 46K Followers**
- Facebook: 72K Fans
- Instagram: 16K Followers
- TikTok: 11K Followers
- Monthly Pageviews: 180K
- Monthly Visits: 120K

## BABY GEAR REVIEWS

Baby Gizmo baby gear reviews are the most popular and most watched videos in the world. With millions of views, Baby Gizmo has been the leader in baby gear reviews since 2005.

## 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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