

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, travel, fashion, parenting, 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 (20) 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 (18) and Sutton (16). They tackle anything related to boys including challenge videos, gaming, product reviews and teen/tween tips.

statistics



16,000



72,256



700,000



15,000



46,000

BABY GIZMO

METRICS & ANALYTICS

- **YouTube:** 700K Subscribers
- **YouTube:** 395M Video Views
- **Pinterest:** 1.2M Monthly Views
- **Pinterest:** 46K Followers
- **Facebook:** 72K Fans
- **Instagram:** 15K Followers
- **TikTok:** 16K Followers
- **Blog Monthly Pageviews:** 180K
- **Blog Monthly Visits:** 75K

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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- Social Media:
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