

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 (15) 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 (13) and Sutton (11). They tackle anything related to boys including challenge videos, gaming, product reviews and teen/tween tips.

statistics



72, 256



746,000



18,700



41,288

BABY GIZMO

METRICS & ANALYTICS

- **YouTUBE: 746K Subscribers**
- **YouTUBE: 385M Video Views**
- **Pinterest: 2.1M Monthly Views**
- **Pinterest: 40K Followers**
- Facebook: 72K Fans
- Instagram: 19K Followers
- Twitter: 13K Followers
- TikTok: 9K Followers
- Monthly Pageviews: 120K
- Monthly Visits: 49K

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

- Office: (818) 468-5885
- Email: hollie@babygizmo.com
- Website: www.babygizmo.com
- Social Media: @babygizmo