

# ABOUT US



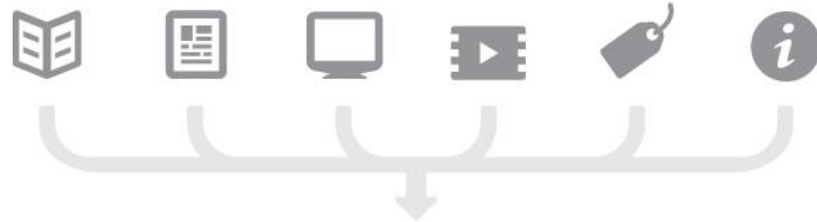
## Top Resource

Baby Gizmo is the only online parenting resource tool for moms and expectant parents to feature news, reviews, blogs, videos, price comparisons and key information *all in one place*. As a top parenting site, we are dedicated to helping moms shop **smarter**.

## Trusted Research

Baby Gizmo is an independent product testing and research coalition of moms, pediatricians and child development experts from all around the country. Our product testing is true **real-world testing**.

NEWS REVIEWS BLOG VIDEOS PRICES INFO





Hollie

Hollie Schultz

FOUNDER & PRESIDENT

## *Respected Industry Expert*

Hollie Schultz is the most recognized parenting expert in the country with her video reviews generating over 260 million views on YouTube alone. This “spokesmom” has been featured on almost every major media network including ABC, NBC, CBS, and WGN.

This mother of three is the founder and President of The Baby Gizmo Company, one of the most popular parent resource sites in the world. Baby Gizmo focuses on reviews, product videos, kid-friendly recipes and travel.

Hollie is also an accomplished author. Her book, *The Baby Gizmo Buying Guide*, was published by Thomas Nelson in February 2008. In the book, instead of **what** to buy, she teaches parents **how** to buy more than 400 different types of baby products.

When not testing strollers on her stroller obstacle course, you might find her exploring a new family-friendly travel destination or whipping up something fantastic in the kitchen.

# MEDIA RECOGNITION



## *As Seen on TV*

Baby Gizmo founder Hollie Schultz has been nationally recognized as a top expert in the field of baby gear. Her consulting and reviews have been featured on the top tier networks.



## *YouTube Sensation*

Baby Gizmo videos are recognized worldwide. As the leader in baby product reviews on YouTube, our videos are seen by *millions* of parents all over the world, 260 million and counting in fact.



# COMPANY STATISTICS



## *Influence In Numbers*



### WEBSITE

783,000 page views on average per month  
435,000 unique visitors on average per month  
5.5 million video views per month



### NEWSLETTER

75,000 subscribers  
22% open rate



### TWITTER

21,700 Followers  
New content and followers added frequently



### FACEBOOK

68,500 Followers  
New content and fans added frequently  
900,000 Facebook Reach



### YOUTUBE

1,500+ Videos  
260,000,000 views  
540,000 Subscribers



### INSTAGRAM

18,000 Followers  
New content and fans added frequently

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# SPONSORSHIP OPTIONS



## *Multiple Opportunities*

Baby Gizmo offers several sponsorship opportunities. Contact us for specific requirements and current rates.

### **BRAND AMBASSADORSHIP**

### **BRAND SPOKESPERSON**

### **PERSONAL APPEARANCES**

### **EVENT HOSTING**

### **MEDIA BUYS**

### **SPONSORED POST**

A blog post dedicated to your company in our voice.

Sponsored posts include social media outreach.

*We try to cater our sponsored posts and campaigns to your needs and budget*

### **TRAVEL REVIEW**

Host one of our travel reviewers at your destination for a full travel review (including video).

### **IN-VIDEO AD OR SPONSORED VIDEO**

Ad on a featured video or a sponsored video.

*Rate varies per video and popularity of product(s).*

### **VIDEO SERIES SPONSORSHIP**

Sponsor a special how-to or other Baby Gizmo Video Series.

### **BRAND PAGE**

Customizable page on BabyGizmo.com dedicated to the brand.

### **EMAIL BLAST**

Dedicated email blast to our 75,000 opt-in subscribers.

### **NEWSLETTER AD**

### **GIANT WEEKLY GIVEAWAY**

Our 7-Day Giveaway includes homepage giveaway banner, newsletter mention, social media promotion, website link and photos.

# CONTACT US



Hollie Schultz

Founder & President

PHONE

(818) 468-5885

EMAIL

[hollie@babygizmo.com](mailto:hollie@babygizmo.com)