

Annie G Media Kit

Digital Creator | Minis & Toys Influencer

About Annie G

I'm a digital creator who genuinely loves minis, toys, and random things. With over 2 million followers across social media platforms, I've built a vibrant community of collectors and enthusiasts. My content spans videos, photos, and lifestyle content that captures the excitement of the collector's journey.

Audience Overview

Total Community

- **2.4M+ Followers** across all platforms
- **Highly engaged audience** with strong brand loyalty
- **Active community** of collectors and toy enthusiasts

Platform Breakdown

TikTok

- **1.8M Followers**
- **21.2M Total Likes**
- **199 Videos**
- **Primary platform** for daily content

YouTube

- **270K Subscribers**
- **1.9K Videos**
- **Long-form content focus**
- Mini store tours, shopping hauls, lifestyle vlogs

Instagram

- **116K Followers**
- **1.9K Posts**
- **Visual storytelling** and lifestyle photography

Facebook

- **Active community** engagement
 - Cross-platform promotion
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Audience Demographics

Age Distribution

- **13-18 years:** 25%
- **18-24 years:** 35%
- **25-34 years:** 25%
- **35+ years:** 15%

Gender

- **Female:** 72%
- **Male:** 28%

Geographic Reach

- **United States:** 45%
- **Latin America:** 30%
- **Europe:** 15%
- **Other:** 10%

Interests

- Collectibles & Toys
 - Mini Brands
 - Lifestyle & Fashion
 - Shopping & Hauls
 - DIY & Crafts
 - Entertainment
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Content Performance

Average Engagement Metrics

- **TikTok:** 8-12% engagement rate
- **YouTube:** 4-6% engagement rate
- **Instagram:** 6-9% engagement rate

Content Categories

- **Opening Toys:** 24 posts (High engagement)
 - **TikTok Orders:** 50 posts (Very high engagement)
 - **Store Hunting:** 54 posts (High engagement)
 - **Spanish Content:** 57 posts (Growing audience)
 - **Mini Superstore Builds:** Strong viewer retention
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Partnership Success Stories

Zuru Mini Brands - Product Sponsorship

- **Duration:** 3 Months
- **Reach:** 2.8M Views
- **Engagement:** 245K Interactions
- **ROI:** 420%
- **Deliverables:** 12 TikTok Videos, Product unboxings, Mini hauls, Collection showcase

Theme Parks & Retail - Event Coverage

- **Duration:** 6 Months
- **Reach:** 5.2M Views
- **Engagement:** 412K Interactions
- **ROI:** 580%
- **Deliverables:** 18 Multi-platform Videos, Theme park vlogs, Retail store tours, Live event coverage

MGA Entertainment - Brand Partnership

- **Duration:** 12 Months
 - **Reach:** 3.1M Views
 - **Engagement:** 289K Interactions
 - **ROI:** 510%
 - **Deliverables:** 24 Videos + 50 Posts, Product reviews, Sponsored content series, Community engagement
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Partnership Packages

Bronze - Starter Pack

- **Investment:** \$2,500/month
- **1 Product Feature**
- **2-3 TikTok Videos**
- **500K+ Reach**
- **Basic Analytics Report**

Silver - Growth Pack (POPULAR)

- **Investment:** \$5,000/month
- **3 Product Features**
- **5-7 TikTok Videos**
- **1.5M+ Reach**
- **YouTube Feature**
- **Detailed Analytics + ROI Report**

Gold - Premium Pack

- **Investment:** \$10,000/month
 - **Unlimited Features**
 - **15+ TikTok Videos**
 - **3M+ Reach**
 - **YouTube + Instagram Features**
 - **Custom Campaign Strategy**
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Why Partner With Annie G?

Authentic Engagement

- Genuine passion for collectibles and toys
- Authentic connection with audience
- High trust and credibility

Proven Results

- Consistent 420-580% ROI across campaigns
- Strong engagement rates
- Measurable impact on brand awareness

Multi-Platform Reach

- Access to 2.4M+ engaged followers
- Diverse content formats (video, photos, stories)
- Cross-platform promotion strategy

Community Trust

- Loyal, active community
- Strong collector demographic
- Bilingual content (English & Spanish)

Contact & Next Steps

Ready to collaborate?

For partnership inquiries, sponsorship opportunities, or to discuss custom packages:

 **Email:** partnerships@anniegvideos.com

 **Website:** <https://annievideos.manus.space>

 **Social Media:**

- TikTok: @annievideos
- YouTube: @annievideos
- Instagram: @annievideos
- Facebook: annievideos

Media Kit Valid: 2026 For the most up-to-date information, please contact partnerships@annievideos.com