

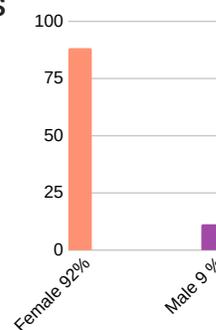
Twiniversity is the globe's #1 support network for parents of multiples. Our mission is to educate, connect families, provide support, and help parents to see the sunny side of having twins. Now reaching over 1,000,000 families worldwide via our website, forums, social media, podcast, in-person and online parenting classes, and Natalie Diaz's best selling book, "What To Do When You're Having Two", Twiniversity is the lifeline for twin parents across the globe.

## This Year at Twiniversity.com

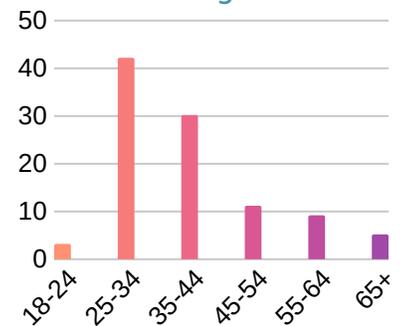
- 2.7 million page views
- 1.14 million unique visitors
- 1.12 million new visitors
- Fresh content daily
- 100 Days of Twin Tips Emails
- Twin Pregnancy Weekly Emails
- Online On-Demand Expecting Twins Class
- Weekly Podcast - 107K total downloads, 1,000 average downloads per episode



Gender



Age



## Social Media

**\*197K total followers!\***



- Facebook
  - 116K followers + 4.9/5 recommends
  - 2.3M+ monthly reach
  - 455K+ monthly engagement



- Pinterest
  - 12.6K followers
  - 1.2M monthly viewers
  - 29K monthly link clicks
  - 2.4M monthly impressions



- Instagram
  - 66K followers
  - 13K average weekly interactions
  - 88K average weekly reach
  - 620K average weekly impressions



- YouTube
  - 1.5M all time views
  - 161K annual views
  - 3K subscribers

## Brand Relationships



## Promotions

- Facebook Parties
- Virtual Baby Showers
- Instagram Giveaways
- Facebook Live Chats
- Facebook Live Unboxings
- Expecting Twins Class Sponsorships - NYC, Chicago, Houston, and Online
- Article/Giveaway Promotions
- Fully Produced Video Reviews
- Newsletter Ads
- Speaking Engagements
- Facebook Live Hosting On Your Brand's Channel
- Trade Show Booth Tour on Facebook Live
- Dedicated Email Blasts
- Rotating Banner Ads
- Social Media Partnerships
- Podcast Ads
- Twin Market Research
- Parent-to-Parent Mentor Program Sponsorship Opportunity
- Instagram Live Chats
- Instagram Story Days
- Video Production Team



- "First Year with Twins" Week-By-Week Timeline + Emails
- Online On-Demand Expecting Twins Class
- Double Stroller Resource
- Twinnie Awards 2020
- 2nd Revision of "What to Do When You're Having Two" book by Natalie Diaz to be released in Q3

# What Our Partners Are Saying...



Our partnership with Twiniversity has far exceeded our expectations. We've worked with Twiniversity for a few years now and they are truly an extension of our marketing team. We've seen continued success with sponsored Twitter parties and now, newer to the scene, Facebook parties. They have helped to expand our reach and brand recognition within the multiples community, both online and off.

OMG

- Ashley Szeremet, Step2



Britax Child Safety, Inc. is honored to have partnered with Natalie Diaz and Twiniversity for the past ten years. We've even sat in some of Natalie's NYC Twiniversity expecting parenting classes as well as collaborated in person and on-line to reach parents of multiples across the country. There is no other expecting and new parents of multiples resource with so much current expertise than Natalie Diaz and the Twiniversity staff.

- Kate Clark, Britax

NOW  
THAT  
IS SERIOUSLY  
EPIC

Twiniversity has been a Happy Family Organics partner for the last 10 years. Twiniversity and Happy share the same values: support for all moms with no judgment, delivering trusted products, practical advice, and information, and a commitment to the health and happiness of all children.

- Helen Bernstein, Happy Family Organics

Love



BabyBjörn and Twiniversity have been brand partners for the last two years. Twiniversity not only understands the core values of BabyBjörn, parenting, bonding, and safety, but really embraces the brands they work with. Due to this personal connection with the select brands that they work with, BabyBjörn has quickly seen increased engagement with parents of multiples. In addition, Twiniversity has helped elevate the BabyBjörn brand by reinforcing the importance of baby wearing while offering simple, effortless solutions for young parents of multiples.

- Bridgette Kovacevich, BabyBjörn



Nat has been a long-time partner of MAM for good reason – Not only is she authentic, relatable and quick-witted, but she is also very knowledgeable about the safest and best products for babies. She works closely with us to craft tailored plans to help us achieve our marketing and sales objectives. She knows her audience well and we always trust her instincts on what will work best.

- Ria Calong-Russo, MAM USA



The team at Twiniversity have been a joy to work with all year long. They are quick to respond to all correspondence and provide immediate results from activities we partner together. Their following have been very active with our partnership and have helped increase our fan base and bottom line. Top notch professionals!

- Allana Pinkerton, Diono

## Press

Twiniversity & Natalie Diaz have been featured in these publications and networks...



"How to keep your kids from going stir crazy during deep freeze"

"On days like today, one of the most important things you can do is stay busy," Diaz said. "We all know what it's like when our kids are going up the wall."

*Fredrik Eklund Says Newborn Twins Milla & Fredrik Jr. Are 'Double the Work, Double the Joy!'*

"I read all the baby books, started changing diapers on dolls, I even went to **Twiniversity**. It's like going to college to learn about having twins," says Eklund.



"What It's Really Like to Raise Twins"

**BAZAAR**

"Having twins is not twice as hard - it's exponentially more difficult," says **Natalie Diaz**, author of *What To Do When You're Having Two* and CEO of **Twiniversity**, a global support network for parents of twins.

## "What To Do When You're Having Two"

- Over 60,000 copies sold
- Amazon bestseller in "Twins & Multiples Parenting"
- 4.5 stars customer rating on Amazon, with 270 customer reviews
- 2nd Revision printing in Q3 with a new cover!

## Expecting Twins Classes

- Expecting Twins Class: Delivery Prep + Newborn Care
- Hosted monthly in New York, Chicago, + Houston
- Reaching thousands of students since 2009
- Online On-Demand Classes: Expecting Twins + Breastfeeding Twins

"I would highly recommend this class to any parents expecting twins! I walked away feeling much more prepared for our twins arrival and confident that we were going to be okay. While the hospital classes are great for preparing for the birth and understanding the medical side of things, the Twiniversity classes assist parents for pregnancy and twin preparation, the birth, and most importantly what happens once the twins have arrived." - Carrie D.

"I can't stop thinking about how incredibly helpful your course was in preparation for the twins – especially, as I mentioned, the breakdown of what happens with the c-section and time in the hospital – no one tells you anything! I hope we have friends/meet anyone who are expecting twins so we can ensure they attend." - Cherice B.

"This class is frankly the reason that our kids are still alive and thriving at almost 3, the reason that my husband and I are still married, and the reason that I enjoy having twins. No way would we have survived newborn twins and infants without Twiniversity." - Kelly B.

The New York Times

THE WALL STREET JOURNAL.

THE HUFFINGTON POST

New York family CBSO

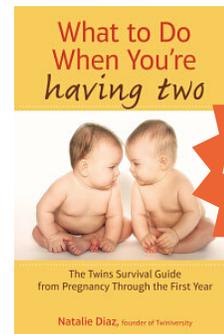
Bravo NBC JPMa FOX NEWS Channel

About.com Parents ROSIE POPE BBC RADIO

DOCTOR RADIO SIRIUS SATELLITE RADIO

Lucie's List a survival guide for new moms PREGNANT CHICKEN

the BIRTH HOUR A BIRTH STORY PODCAST baby safety zone



Amazon Bestseller!



## Contact Us

Twiniversity.com  
Community@Twiniversity.com  
917.442.2020



@Twiniversity



## About Natalie Diaz

Natalie Diaz is the Pied Piper of twin families around the globe. As founder of Twiniversity – the world’s leading resource and support network for multiple birth families – Nat’s become a global influencer for this small niche community. Natalie is the world’s #1 twin parenting and twin gear expert, serving as a twin consultant for top brands and worldwide recognized foundations.

After Nat had her twins in 2004, she was shocked by the lack of resources available to families of multiples. So proudly, in the fall of 2009, Natalie got on a soap box and started a twin parenting revolution called Twiniversity. She wanted to make ONE website that parents of multiples could turn to for information and community. With the mission of connecting, educating and making parents see the comical side of having twins, Twiniversity succeeds tenfold.



Now reaching 2 million families a year in over 150 countries, Twiniversity.com is the largest global resource for all things “twinnie”. With worldwide recognition in her field, Natalie Diaz brings her twin parenting expertise to our online resource, our parent to parent forums, our live and online expecting twins classes, our social media channels, and her bestselling book “What To Do When You’re Having Two”, the #1 bestseller on Amazon for Twins & Multiples Parenting.



Reaching over a half a million families a week through Twiniversity’s social media channels, she takes her Women In Toys Wonder Woman Award Nomination for Social Media Influencer very seriously. Moms and dads of twins flock to Twiniversity’s social media channels to find resources, ask questions, explore new products, and find community and support from other twin parents. Natalie is a true connector, bringing parents from all walks of life together, breaking past cultural differences, to share in the highs and lows of parenting twins.

**Natalie Diaz**  
**Natalie@Twiniversity.com**  
**917.442.2020**