



# TECH CRAVERS

## ABOUT ME

Hi, I'm Tobias. I live in the north of Sweden and as many others I have a never ending craving for cool gadgets, technology and gaming. In fact, I had a craving so big I decided to create my own spot on the web, where I can gather all tech and gaming related news I come across. Apparently there are many others like me, as both my site [Techcravers.net](https://www.techcravers.net) and my social media reach are constantly growing by the day.

## MEDIA REACH

DATA RECORDED DURING NOV 1 - DEC 31 2021



102 000  
followers  
44.8M reach  
2,6M engaged



266, 000  
website hits



1457  
followers



750  
followers  
80K views

## SITE AUDIENCE

DATA RECORDED JAN 1ST 2022

According to Google Analytics, these are the top 10 countries that my website readers are from (in order): **United States, Sweden, Ireland, United Kingdom, India, Denmark, Australia, Canada, China and Germany.**

## INSTAGRAM AUDIENCE

DATA RECORDED JAN 1ST 2022

According to Instagram insights, the top 10 following countries as of Jan 2022 for Techcravers is (as follows): USA (about **26%** of 102k followers), China (**16.2%**), United Kingdom (**15.8%**), Germany (**9.1%**), Sweden (**8%**), followed by France, Denmark, Australia, India and Spain.

The two largest age groups are 25-34 years (**38.8%**) and 35-44 years (**22%**). The gender distribution is 64.9% men and 35.1% women.

## AVERAGE REACH

According to my 10 last posts, my average instagram reel will be watched 35,8K times and reach just as many. My most watched reel ever have reached a staggering 49,8M people and has received 3,1M likes (as of Jan 1st 2022).

