

TECH
CRA
VERS

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 and my social media reach are constantly growing by the day. In Feb 2022 I finally decided to start a [YouTube](#) channel which has been growing rapidly ever since.

MEDIA REACH

DATA RECORDED DURING JAN 1 - DEC 31 2022



~101 000
followers
44.8M reach
2.6M engaged



~76, 000
website hits



~1500
followers



~7800
subscribers
1.1M 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.**

YOUTUBE AUDIENCE

DATA RECORDED JAN 1ST 2022

According to Google insights, the top 10 following countries as of Dec 2022 for Techcravers is (as follows): USA (about **40.9%**), United Kingdom (**8.9%**), Germany (**4.7%**), Canada (**4.5%**), France (**2.6%**), followed by Spain, Italy, India, Netherlands and Brazil.

The two largest age groups are 25-34 years (**40.5%**) and 35-44 years (**27.3%**).
The gender distribution is 95.8% men and 4.2% women.

AVERAGE IG 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 49,4M(!) people and has received 3M likes (as of Dec 2022).

