



# 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://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 2023



~101 000  
followers  
44.8M reach  
2,6M engaged



~95, 000  
website hits



~1500  
followers



~21 000  
subscribers  
4.1M views

## SITE AUDIENCE

DATA RECORDED JAN 1ST 2024

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 2024

According to Google insights, the top 10 following countries as of Dec 2022 for Techcravers is (as follows): **USA (about 33.4%), United Kingdom (7.7%), Germany (4.5%), Canada (3.7%), France (2.8%),** followed by Spain, Italy, India, Netherlands and Brazil.

The two largest age groups are 25-34 years (**39.0%**) and 35-44 years (**25.2%**).  
The gender distribution is 94.3% men and 5.4% women 0.3% N/A.

## 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 49,5M(!) people and has received 2.9M likes (as of Dec 2023).

