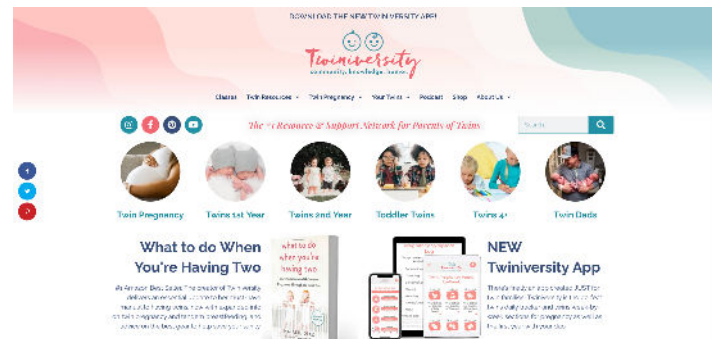


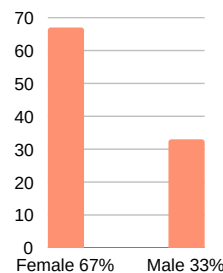
Twiniversity is the globe's #1 support network for parents of multiples. Our mission is to educate, connect families, provide support, and help parents to see the sunny side of having twins. Now reaching over 4,000,000 families worldwide via our website, social media, podcasts, in-person and online parenting classes, and Natalie Diaz's best-selling book, "What To Do When You're Having Two", Twiniversity is a lifeline for twin parents across the globe.

This Year at Twiniversity.com

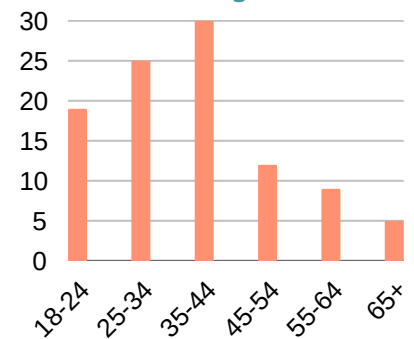
- 4.8 million page views
- 1.38 million unique visitors
- 2.3 million new visitors
- New Website Launched in July 2023
- 60K+ Books Sold
- Newborn Twins Sleep Guide
- Twiniversity App Updated
- 3 CLCs on staff
- 2 CPSTs on staff



Gender



Age



Social Media

267K total followers!



- Facebook
- 165K followers
- 1.4M+ monthly reach
- 481K+ monthly engagement



- Pinterest
- 19.7K followers
- 1.9M total audience
- 751.8K engagements



- Instagram
- 94K followers
- 568K monthly accounts reached
- 60K monthly content interactions



- YouTube
- 21K subscribers
- 3.3M all time views
- 44.3K monthly views

Twiniversity Podcast with Natalie Diaz

540K Downloads!

- Debuted in May 2019
- 215 Episodes (And Counting)
- 77% of all Listeners come from Apple



Promotions

- Instagram Giveaways
- Facebook Live Chats
- Facebook Live Unboxings
- Expecting Twins Class Sponsorships
- Article/Giveaway Promotions
- Fully Produced Video Reviews
- Speaking Engagements
- Facebook Live Hosting On Your Brand's Channel
- Trade Show Booth Tour on Facebook Live
- IGTV episodes
- Podcast Ads
- Short Form Video
- Twin Market Research
- Pregnant Mom Videos
- Instagram Live Chats
- Instagram Story
- Video Production Team
- YouTube Video Reviews

What we've
got up
our sleeves
in 2025

- Breastfeeding Twins Podcast Mini Series
- Short Form Videos on TikTok, Instagram Reels, Pinterest Create, and YouTube Shorts
- Car Seat Class
- Potty Training Twins Class

Brand Relationships

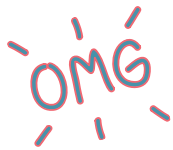


What Our Partners Are Saying...



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.

- Ashley Szeremet, Step2



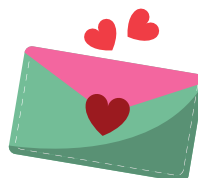
Britax Child Safety, Inc. is honored to have partnered with Natalie Diaz and Twiniversity for the past ten years. We've even sat in some of Natalie's NYC Twiniversity expecting parenting classes as well as collaborated in person and on-line to reach parents of multiples across the country. There is no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

- Kate Clark, Britax

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



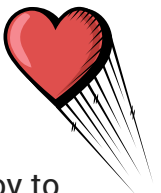
BabyBjörn and Twiniversity have been brand partners for the last two years. Twiniversity not only understands the core values of BabyBjörn, parenting, bonding, and safety, but really embraces the brands they work with. Due to this personal connection with the select brands that they work with, BabyBjörn 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 615 customer ratings
- 2nd edition launched October 2020



Expecting Twins Classes

- Expecting Twins Class: Delivery Prep + Newborn Care
- Hosted live online monthly or on-demand 24/7
- Reaching thousands of students since 2009
- Other classes: Breastfeeding Twins, Baby Safety, & Twins After Singletons

"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.



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