

BABYSITS

Media Kit



2021

About Babysits



Babysits is a global online platform connecting parents with babysitters, nannies and childminders. We have connected hundreds of thousands of parents and babysitters, online and by mobile app. With an emphasis on our international community and our customer service, Babysits is now the easiest way to find and plan childcare services or childcare jobs.



Our **mission** is to empower communities around childcare.

We envision a world in which communities have the **transparency and authority** to make their own informed decisions regarding childcare. We believe finding local childcare should be **simple and accessible** for everyone.

At Babysits we are committed to social good. We believe our children deserve a bright future full of opportunities.

This is why we have become **carbon neutral** and joined **Leaders For Climate Action (LFCA)** to stand against global climate change.





Website Statistics

45+

COUNTRIES

28.5K+

CITIES

2.9M+

MEMBERS

4.7M

YEARLY USERS

300K

UNIQUE VISITORS
(MONTHLY)

Stats & Demographics



Social Statistics



117K+

FOLLOWERS



36K+

FOLLOWERS



13K+

FOLLOWERS



8K+

FOLLOWERS

BABYSITTERS GENDER



94.5%



2.9%



2.6%

BABYSITTERS AGE



< 18



18-21



22-29



30-39



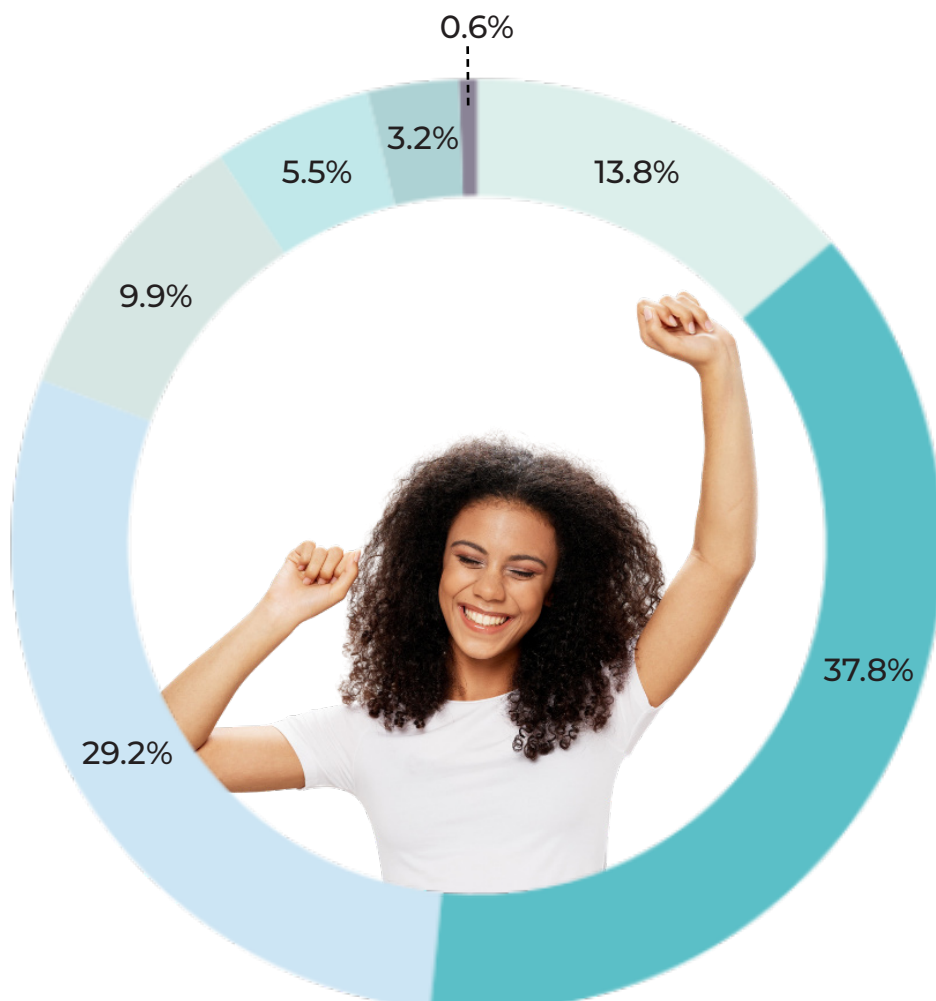
40-49



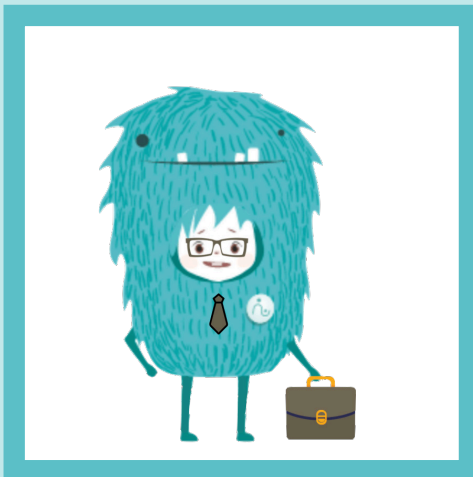
50-59



60+



What We Offer



Resources

We take pride in providing our community with top quality resources. Here are some things we offer:

- Tips for parents
- Tips for babysitters
- Platform tips
- Activities & DIYs
- Recipes for kids
- Video content
- Babysits for Work
- Babysits for Special Needs Program

Collaborations & Partnerships

We work together with companies who share our mission and values in order to mutually benefit, inspire and educate our communities. We offer:

- Guest articles
- Sharing content via social media
- Contests & giveaways
- Discounts
- Larger partnerships

Babysits Collaborations

Babysits is always open for collaborations. Here are some of the companies we've worked with:

