



@tobys.gsd.life

MEDIA KIT 2026

Real reach for dog-first brands.

Toby turns everyday German Shepherd life into practical product discovery across Facebook and Instagram.

2.1M

TOTAL VIEWS

Facebook + Instagram

1.3M

REACHED/VIEWERS

Recent audience size

61,431

FOLLOWERS

Combined audience

60.9K

INTERACTIONS

Audience actions

Why brands hire Toby

- Authentic use Products appear in real dog-owner routines.
- Practical categories Gear, treats, food, grooming, training, and travel.

Combined platform data: Jun 11 - Jul 6, 2026.

Content options with proven reach.

A fit for pet care, gear, food, treats, grooming, training, travel, and lifestyle brands.

Sponsored reels
 Launches, seasonal campaigns, and awareness.

Product testing
 Real product use in everyday dog routines.

UGC licensing
 Assets for paid social, email, and retail.

Giveaways
 Discovery, comments, follows, and response.

Platform proof

Latest Facebook and Instagram exports, combined once.

Metric	Combined total
Followers	61,431
Views	2.1M
Reached/viewers	1.3M
Interactions	60.9K
Visits / new follows	6.3K / 3.4K

Why brands hire Toby

- Native product use**
 Products appear inside real routines with a dog owner audience recognizes.
- Useful brand categories**
 Gear, treats, food, grooming, training, and travel fit naturally.
- Two-channel visibility**
 Large Facebook reach paired with Instagram portfolio visibility.