

# Simply Sims FAMILY

FAMILY, STYLE, AND FUN



## SIMPLY SIMS

The Simply Sims family is the most authentic family on YouTube. The family has garnered over 17 million channel views by sharing sincere and undeniably hilarious vlogs.

Part of the appeal of the Simply Sims family is relatable real-life content. There is no set formula — just a focus on what's most important — Family Fun!

The family has been featured on several televised media platforms including Little Big Shots, The Ellen Show, Discovery Family, Yahoo, and Comedy Central in the UK. With a focus on "Parenting in Real Life" the mother of the bunch, Sherrica Sims, uses her experience as a lifestyle

blogger, parenting expert, and host to rally the family and engage the audience base.

## THE VIEWERS

75% Women | 33% 25-34 years old | 19% 35-44 years old

## PAST PARTNERSHIPS



KOHL'S



3,800  
Followers



280  
Followers



1480  
Followers



59,000  
Subscribers

# 18,200,000

Channel  
Views

email: [simplysimsfamily@gmail.com](mailto:simplysimsfamily@gmail.com)