

GayThrouple

Three gay dads. Three kids.
One joyful, real family life.



13.6K

Instagram followers
@GayThrouple -
verified account

460

Posts total
on Instagram

~527K

Views on our top
pinned post

TikTok

Growing presence
@Thegaythrouple

WHO WE ARE

Benjamin, Ben, and Mitch - three gay dads in a committed relationship raising two daughters and a son. We share LGBTQ+ family lifestyle, travel, parenting, and modern family life: warm, vibrant, and authentic, with the messy-beautiful moments included. Brands partner with us for real family storytelling that parents, queer families, and allies already trust.

PERFORMANCE - THE NUMBERS BEHIND THE REACH

LAST 30 DAYS - AUG 24 TO SEP 22, 2026

39.8K

Views

1.5K

Interactions

+77

New followers

27

Pieces of content shared

LAST 90 DAYS - JUN 25 TO SEP 22, 2026

88,814

Total views

24,052

Unique viewers

66.1% non-followers / 33.9% followers - most views come from discovery, so partnerships travel well beyond our existing base.

WHERE THE VIEWS COME FROM - 90 DAYS



Reels are the discovery engine - nearly four in five views. That is the format we build brand features around.

PROOF IT TRAVELS - PINNED POSTS

~527K views

Our top pinned post. One family moment, seen more than half a million times - the ceiling is real when a story lands.

~30.2K

Views on a second pinned post

~27.2K

Views on a third pinned post

Performance windows above are from our previous kit (through Sep 22, 2026). Audience and recent reel figures on page 2 are from our latest Instagram dashboard.

WHAT WE SHARE - CONTENT PILLARS

Family Life

Parenting, routines, and everyday love with three young kids.

Travel

Adventures with kids in tow - stays, cities, and getting there.

LGBTQ+ Visibility

Pride, representation, and chosen family, lived out loud.

Dad Humor

Lighthearted takes on modern dad life - warm and shareable.

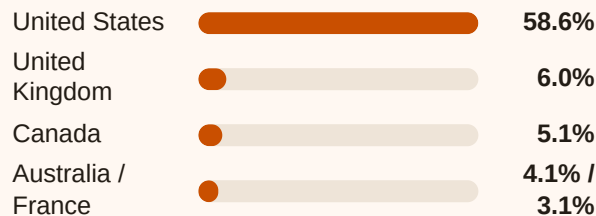
WHO YOU REACH - AND A REACH THAT IS GROWING

AGE - CORE 25-54 IS ABOUT 76%



59.8% men, 40.2% women - a prime family-decision audience.

TOP LOCATIONS



US-led reach with an international tail - ideal for travel, family, and lifestyle brands.

98K

Reel views in the last 90 days

2K-4K

Typical views per Instagram reel

+43.9%

Non-follower views - discovery is growing

WHY BRANDS WORK WITH US

Authenticity first: real family life, not polished ads, so our community engages because they trust us. Family plus LGBTQ+ reach: we speak to queer families, allies, and anyone drawn to modern parenting stories. And with most views coming from non-followers, a partnership does not stop at our follower list.

PARTNERSHIP TRACK RECORD

TernX

Carry-on luggage stroller brand

W Hotel Bangkok

Hotel partnership, Bangkok

Madi Paidi Bangkok

Autograph Collection by Marriott

Hotel Zoso

Palm Springs - our most recent partnership

WHAT WE OFFER BRANDS

Unboxing & first impressions

Hook-first reels that put your product in real family hands, from first open to first reaction.

Family travel features

Stays and destinations shown the way families actually experience them - kids, luggage, and all.

Day-in-the-life integrations

Natural product moments woven into the family routines our audience already loves and trusts.

Let us put your brand in family hands

PR boxes, gifted partnerships, and sponsored features - reach out to start the conversation.

Gaythrouple3@gmail.com