

THE WILD ADVENTURE GIRLS

Adventure.
Comedy.
Entertainment.

For more than a decade, The Wild Adventure Girls have built one of YouTube's most engaged communities of tween and teen girls — through challenges, comedy, mysteries, and the videos fans rewatch and quote. It's not just an audience. It's a community that has grown up with them.

MEDIA KIT • 2026



1.2M+

SUBSCRIBERS

1B+

IEWS

450M+

TOP SINGLE VIDEO

Meet the Creators

Angelina, Annabella, and Scarlett are the heart of The Wild Adventure Girls. Their real friendship and unscripted chemistry turn ordinary days into the adventures, challenges, and stories millions of fans come back for — week after week, year after year.



Angelina

The adventurous leader who brings confidence and heart to every story.



Annabella

The creative force behind the fun, energy, and imagination fans love.



Scarlett

The charismatic storyteller whose humor and personality keep audiences engaged.

MISSION

To make the kind of fun, family-friendly videos that tween and teen girls actually choose to watch — and that parents are glad they're watching.

VISION

To build one of the world's leading female-led entertainment brands through stories, experiences, and communities that audiences grow up with.

“

More than a decade later, our mission remains the same: create content that makes people laugh, connect, and embrace adventure.

- **KATIE SWANSON**, Founder & CEO

WAG by the Numbers

AUDIENCE REACH:

1.2M+

YouTube Subscribers

1B+

Lifetime Views

450M+

Views on a Single Viral Short

48K+

TikTok Followers

17K+

Instagram Followers

10+

Years Creating Content

AUDIENCE SNAPSHOT:



70%

Female



11-18

Primary Ages



80%

United States

CONTENT CATEGORIES:

Adventure

Challenges

Comedy

Mystery

Lifestyle

Family-Friendly Entertainment



100% family-friendly and advertiser-safe — content parents trust and Gen Z follows.

Why Brands Partner With WAG

BUILT ON MORE THAN 10 YEARS OF AUDIENCE TRUST.



Reach a Hard-to-Reach Demographic

70% female audience, ages 11–18 — the segment that drives family spending and the hardest for brands to reach authentically.



Family-Safe Content

100% advertiser-safe. No brand-safety concerns, ever.



Multi-Platform Distribution

One partnership lives across YouTube, Shorts, TikTok, Instagram, and the WAG Podcast.



Story-Driven Integrations

Products become part of the story rather than interrupting it.



A Trusted Audience

10+ years building real relationships with fans who act on what the girls recommend.



Real Purchase Influence

This audience doesn't just watch — they ask for what they see and shape what their families buy.

WHY NOW

As WAG expands into podcasting, live events, and new entertainment experiences, brands have more opportunities than ever to grow alongside the community.

Content in Action

SEE IT, DON'T JUST READ IT.

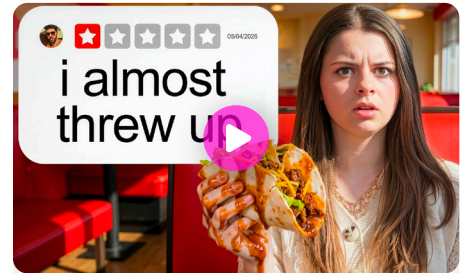
This is what a billion views looks like — the challenges, reveals, and viral moments fans watch, rewatch, and share. From food and dessert to mystery, comedy, and adventure: range that proves WAG is an entertainment brand, not a single-topic channel.



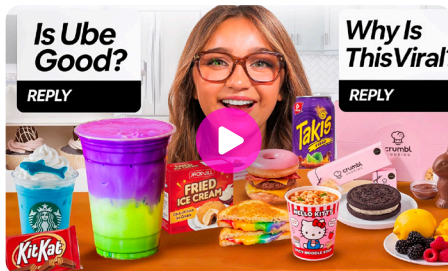
24 Hours in America's Most Haunted Hotel! Ghost in Room



24 Hours in America's Most Bigfoot Infested Forest!



Eating ONLY America's WORST Rated Restaurants For 24 Hours!



I Ate EVERY Viral TikTok Food In a New City!



Searching For The GOATMAN For 24 Hours!



We Tested TikTok's Most Viral Products!

Featured Partnership

PROOF IN PRACTICE

Logos prove brands have worked with us. A case study proves we deliver.

 BRAND: **Nintendo**

 CAMPAIGN: Princess Peach Showtime!

 DELIVERABLES:

 Instagram Reel + Story

 YouTube Shorts



RESULT SUMMARY

Reached more than **27,000 unique viewers** through a multi-platform campaign that generated **474.9K+ impressions** and **422.9K+ video and engaged views**.

474.9K+

Campaign Impressions

422.9K+

Video and Engaged Views

27.3K+

Unique Viewers



A highly engaged audience of tween and teen girls, in a family-safe environment

Proven Results



450M+

Views on a Single Viral Short



100+

Videos Licensed to Epic

Content distributed through a platform used by approximately

90%



of U.S. public schools

Featured campaign partner with

Google

Brand campaign partnership with

Nintendo



BRANDS WE'VE WORKED WITH

Nintendo

Google

epic!

UP faith & family

NSI

Razor

HEXBUG

3 DYNACRAFT

the toy insider

Brands across tech, toys, entertainment, and family media have worked with The Wild Adventure Girls — because the girls only feature what they'd genuinely use, and fans can tell the difference.

The Wild Adventure Girls



THE FLAGSHIP

The channel that started it all — and still drives everything. Built on challenges, comedy, mystery, and adventures you can't script, the flagship has crossed a billion views — with an audience that keeps coming back for the girls, not just the videos.

≡ CONTENT INCLUDES:

Adventure Challenges

Real-World Experiences

Comedy

Mystery & Exploration

Story-Driven Content

Family-Friendly Entertainment



WAG Podcast



**REAL STORIES.
REAL CONVERSATIONS.
REAL PERSONALITIES.**

The WAG Podcast extends the brand into long-form video and audio — funny stories, behind-the-scenes moments, trending topics, and guest conversations that bring fans closer to the girls than ever. For brands, it's a rare chance to get in early on the newest platform in the WAG world.



TOPICS:

 Creator Life

 Teen Culture

 Funny Stories

 Behind the Scenes

 Guest Interviews

WAYS TO WORK TOGETHER:

 Podcast Sponsorships

 Social Amplification

 Episode Integrations

 Guest Appearances

 Cross-Platform Promotion

 Long-Term Partnerships

AVAILABLE ACROSS:

 YouTube

 Spotify

 Apple Podcasts

 TikTok

 Instagram

What a Partnership Looks Like

PICTURE IT

The best brand moments don't feel like ads — they feel like part of the adventure. A few ways brands show up in the WAG world:



A **snack or drink** brand fuels a 24-hour challenge — featured naturally as the girls' go-to throughout the adventure.



A **beauty or lifestyle brand** anchors a get-ready or transformation moment fans actually want to watch.



A **tech or toy brand** powers a hands-on review or unboxing built around genuine reactions.

★ THE MULTIPLIER

One shoot becomes a **season of content**.
A single integration multiplies into **dozens of clips** across YouTube, Shorts, TikTok, Instagram, and podcast — working long after launch.

Why the Audience Matters

NOT AN AUDIENCE — A COMMUNITY

WAG fans don't just watch — they belong. They comment, share, recreate the challenges, quote the girls, and tell us our videos were their childhood. That's the difference between an audience and a movement: when the girls love something, their fans want it too.

“

I watched all 739 videos and they are the best in the world!!

PREPPY DRAGON

“

OMG!!! I remember watching you guys in my elementary school computer lab on Epic—your videos were my whole childhood!

LIN DOES ART STUFF

“

I love you guys' videos so much! They're so relatable and so true. I love what you guys do—you're so talented and one of my favorite YouTubers.

AB HORSEY GIRL

“

You all are my favorite YouTubers!

FOXY FLUFF

Partnership Opportunities

WAYS TO WORK TOGETHER:



Sponsored
Videos



Product
Integrations



Podcast
Sponsorships



Social
Campaigns



Event
Appearances



Long-Term
Partnerships

PHILOSOPHY

Every partnership is customized to fit the brand, the audience, and the campaign. The best partnerships don't interrupt the story — they become part of it.

Expanding The WAG Ecosystem

Alongside The Wild Adventure Girls and WAG Podcast, WAG Nation represents the next generation of entertainment content designed for today's digital audience.

LET'S CREATE SOMETHING MEMORABLE TOGETHER.

KATIE SWANSON

Founder & CEO

The Wild Adventure Girls

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Scan for Media
Kit, Socials &
Partnership Info

