

The Toy Standard

Teen-approved. Parent-trusted.



Overview

The Toy Standard is a parent-first, teen-friendly toy discovery site that curates and reviews products for ages 14-18. We help families compare options and find the best fit with clear verdicts, practical notes, and a focus on safe, engaging play.

Audience

- Parents and families shopping for teens (ages 14-18)
- Gift givers seeking smart, high-value recommendations

Content & Categories

- Building sets, blasters, STEM, board & puzzles, outdoor, creative kits
- Seasonal picks, top lists, and side-by-side comparisons

Value to Partners

- High-intent shopping traffic, clear product positioning, family-safe context
- Honest, editorial-style recommendations aligned to real purchase decisions

Brand Safety

- Family-safe content, no explicit themes, teen-appropriate recommendations

Metrics

- Monthly sessions: Launching (tracking in progress)
- Email subscribers: Launching (list building)
- Social followers: Launching (profiles in setup)

Contact

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