



**dad blog uk .com**

Fatherhood, parenting, family and lifestyle

Introducing

Dadbloguk.com

and John Adams

My name is John Adams. I'm married to Gill and we have two daughters, Helen, aged nine and Izzy aged six. We live in the South East of the United Kingdom, a short rail journey from London.

I launched Dadbloguk.com in 2012, a week before Izzy was born. The blog, which won the **Best Dad Blog** award at the inaugural **Online Influence Awards** in 2019, has followed my journey as I left full-time employment and took the unusual move to become the main carer for my children and run the family home. My wife, meanwhile, works full time to provide for the family.

As we face new challenges, the subjects I write about change. Whereas once I wrote about pregnancy and changing nappies, these days I am more likely to write about SATs tests, flexible working and how we are preparing for Helen to start secondary school. Dadbloguk.com is one of the few UK-based daddy blogs to follow a family as it has transitioned through pregnancy and birth, the early years and into the education system.

I am always open to partnerships and exploring ways to work together. Please do get in touch, I'd love to hear from you.

# Awards

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## Winner

Online Influence Awards 2019: Best Dad Blog  
European Parenting Blogs Award 2019  
Surrey Digital Awards: Gold blog 2018 and 2017  
Vuelio Blog Awards: Best UK Dad Blog 2016

## Finalist / shortlisted:

Vuelio Blog Awards 2018 and 2017  
Brilliance in Blogging Awards 2014, 2015 and 2016

## Blog statistics

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Domain authority: 45 • Monthly page views: 27,000

Top three countries: UK, USA, and Australia.

**77%** of readers aged between 25 and 54 years.

**51%**  **49%** 

(Three month average July - October 2019)

## Ways we can work together

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There are many ways we can work together. I am always open to new ideas and pride myself on a flexible approach (all work will be compliant with ASA rules, Google's rules regarding no follow links and GDPR).

### Here are some ways we can in partnership:

- Brand partnerships
- Brand endorsements
- Sponsored (commissioned) blog posts and videos
- Hosting competitions
- Radio days / media spokesperson
- Personal appearances / event attendance
- Public speaking
- Social media posts including Instagram images, Instagram stories, tweets, Facebook posts, social media videos etc.

**GET IN TOUCH**

**W:** [Dadbloguk.com](http://Dadbloguk.com)

**E:** [dadbloguk@gmail.com](mailto:dadbloguk@gmail.com)

## Brand Collaborations

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## Social media statistics (As at 1 May, 2019)

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9.6K

FOLLOWERS



7.3K

FOLLOWERS



3.8K

FANS



750

SUBSCRIBERS



305 10K

FOLLOWERS

MONTHLY VIEWERS

## Ambassador Roles

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Kidzania ambassador 2018-2019

Member of Decathlon Blogger's Community (ongoing)

Merlin Annual Pass ambassador 2018

Netflix Stream Team Member 2016



## Speaking Events

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**Advertising Standards Authority Influencer Training event 2019.** Participated in Industry Insiders panel discussion.

**Side By Side 2019 Canadian Involved Fatherhood Conference, Ottawa.** Panel discussion predicting what fatherhood could look like in 2030

**Being a Man Festival 2017.** Panel discussion about men's representation in the media.

**Women of the World Festival 2016.** Panel discussions about parenting and childcare.

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# Charity support

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Supported Save the Children's #ChristmasJumperDay campaign 2018 and 2019

Promoted Fare Share's #ActiveAte campaign 2018

Lay adviser to Movember's international Social Connections project throughout 2016 and 2017

Sustrans Safe to School ambassador 2014



# Media appearances

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I make regular media appearances across print, online and broadcast media including national newspapers, TV current affairs shows, podcasts etc.

Recent highlights include:

- Radio 4 PM show **December 2018**
- Radio 5 Live **March 2019**
- Newsnight **March 2018**
- Matthew Wright show **Jan 2019**

# Contact Details

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For branding, endorsement and partnership opportunities please contact Leigh Rodda at The Artists Partnership:

**leighr@theartistspartnership.co.uk**

For speaking, personal appearances and event opportunities please contact Kaye Freeman at Andromeda Talent:

**kaye@andromedatalent.com**

For all other queries, please contact me directly:

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