

Introducing Dad Influencer

# John Adams

**Dad blog uk .com**



I'm John Adams, a stay at/ work from home dad and live near London. I am married to Gill and we have two daughters, Helen, aged 11 and Izzy, aged seven.

Back in 2011 I became a stay at home dad and started blogging about my experiences shortly afterwards. Dadbloguk has followed my journey not only as a father, but as a man who volunteered to leave the workforce and run the family home.

As we face new challenges as a family, the subjects I write about change. Whereas once I wrote about pregnancy and changing nappies, these days I am more likely to write about the impact of Covid-19 on my family, education, flexible working, online safety and managing my children's screen time.

## ABOUT DADBLOGUK

Established in 2012, Dadbloguk is a leading UK-based parenting, fatherhood, men's interest and lifestyle blog. It won *Best Dad Blog* at the 2019 Online Influence Awards. Dadbloguk features a mix of posts including: Opinion posts, product reviews, photography and interviews alongside commercial content. The blog is promoted across all the major social media channels.

## SOCIAL STATS

 **10k**  
Followers

 **7.2k**  
Followers

 **2.3k**  
Followers

 **3.9k**  
Followers

 **350**  
Followers

 **1,200**  
Followers

## BLOG STATS

DA: 45

**28K** Page views  
per month

Six month average, Jan – July 2020

## AUDIENCE

18-54 **79%**

Male **50%**

Female **50%**

## TOP COUNTRIES

United Kingdom

United States

Republic of Ireland

India



John receives 2019 Best Dad Blog Award from comedian Jen Brister

## AWARD WINS

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

## BRAND COLLABORATIONS INCLUDE



## SPEAKING ENGAGEMENTS

- Oct 2019 Flexpo flexible working conference:  
*Participated in a returners' panel discussion.*
- Sep 2019 Advertising Standards Authority Influencer training event.  
*Participated in Industry Insiders panel discussion.*
- Feb 2019: Side by Side Canadian Involved Fatherhood Conference, Ottawa, Canada.  
*Participated in panel discussion predicting what fatherhood will look like in 2030*
- Nov 2017: Being a Man festival.  
*Participated in panel discussion about men's representation in the media.*
- March 2016: Women of the World festival.  
*Participated in two panel discussions about parenting and childcare.*



John with daughters Helen (left) and Izzy (right).





## WAYS TO WORK TOGETHER

- Brand partnerships
- Brand endorsements
- Sponsored social media posts
- Social media videos
- Radio days / media spokesperson
- Personal appearances / event attendance
- Public speaking

## BLOGGING HIGHLIGHTS INCLUDE

- Interviewing Steve Carell
- Interviewing Michael Douglas
- Being selected as a LinkedIn Changemaker
- Working with Movember



John interviews Steve Carell to mark the launch of Despicable Me 3



John Adams  
Founder, DadblogUK

BBC newsnight

## MEDIA APPEARANCES

I am a very experienced media spokesperson and make regular media appearances across TV, radio, print and online media including podcasts. Over the years I have appeared on:

- Newsnight
- BBC Radio 4's Today programme
- BBC 5 Live
- Channel 4 News
- Sky news

I have also appeared in The Times, Daily Telegraph and Mirror newspapers (to name a few).

## CHARITY SUPPORT

- International Federation of the Red Cross & Red Crescent COVID-19 #SpreadFactsNotFear volunteer, 2020
- National Numeracy Day Ambassador 2020
- Supported Save the Children's Christmas Jumper Day in 2019 and 2018
- Promoted Fare Share's #ActivAte campaign 2018
- Lay advisor to Movember's International Social Connections project throughout 2016 and 2017



Supporting Save the Children's  
Christmas Jumper Day 2019

## REPRESENTATION / CONTACT DETAILS

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

[leighr@theartistspartnership.co.uk](mailto:leighr@theartistspartnership.co.uk)

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

[kaye@andromedatalent.com](mailto:kaye@andromedatalent.com)

For all other queries, contact me directly:

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