

# Dad blog uk .com

Introducing blogger, content creator,  
fatherhood and gender equality campaigner

# John Adams

## DadPodUK



## Social stats

@dadbloguk



**10.4K**  
Followers



**7.3k**  
Followers



**1.8k**  
Followers



**3.6k**  
Followers



**2.5k**  
Followers



**370**  
Followers

I'm John Adams, dad to Helen and Izzy and husband to Gill. We live near London in the South East of England. Since 2011 I have been the main carer for our children while my wife has worked full time (some would call me a stay at home dad or work from home dad).

I started writing Dadbloguk.com in 2012. It's charted my journey as a man who has taken the unusual step of volunteering to look after family and home. Over time the blog grew and I now run it as a commercial venture, fitting it around my family commitments.

I'm not just a blogger! I am active on all the big social media platforms. In 2020 I launched DadPodUK, a podcast focused on fatherhood and family life. I'm also a very experienced media spokesperson, panelist and well known as a campaigner promoting positive, involved fatherhood, gender equality and flexible working.

## Key blog stats

Domain Authority: **43**

Monthly page views: **15k**  
(6 month average, May- Nov 2021)

## Audience

Aged 25 to 54	<b>62%</b>
Male	<b>50%</b>
Female	<b>50%</b>

## Top countries

United Kingdom
USA
Ireland
India

# About Dadbloguk and DadPodUK

Established in 2012, Dadbloguk is a leading UK-based parenting, fatherhood, men's interest and lifestyle blog. It has repeatedly ranked No.1 on Vuelio's annual UK Top Daddy Blogger list and is a previous Online Influence Award winner.

Dadbloguk features a mix of posts including: Opinion, Q&A and profile-style interviews, product reviews, giveaways and commercial content. The blog is promoted across all the major social media networks.

Launched in 2020, DadPodUK is a monthly, audio-only podcast featuring interviews with men who have a particular experience of fatherhood such as IVF, being part of a blended family or being a stay at home dad.

DadPodUK received a 'Runner Up' accolade in the 2021 Podcasting for Business Awards. It is available on: Spotify, Audible, Apple Podcasts, Google Podcasts and Libsyn.

## Brand collaborations include



### Ways to work together

- Brand partnerships / endorsements
- Sponsored social media posts
- Livestreamed events (IE LinkedIn Live or Instagram Live)
- Radio days / media spokesperson
- Personal or virtual appearances
- Panel sessions and public speaking

### Working virtually

Prior to the Coronavirus pandemic, I often appeared at events in person. Lockdown rules and personal circumstances permitting, I am still happy to work this way. That said, I am experienced at working virtually, either hosting online events or appearing as a guest. I have invested in a range of studio equipment to provide clients with the best possible virtual experience.

## LinkedIn Changemaker

I am one of the seven individuals selected to launch and work on LinkedIn's Changemakers campaign. Launched in 2020, Changemakers is a high-profile campaign seeking to change the workplace by promoting diversity and inclusion, mental health provision and environmental awareness. My role is to campaign for flexible working to be made more widely available and to change working culture so it is more widely accepted.



# Media



Live appearance on Newsnight, March 2018



Virtual appearance on Sky News, March 2021

## Media appearances

- TV news: Sky, BBC & Channel 4
- Radio: Today, 5 Live, LBC etc.
- Livestreamed events on LinkedIn & Instagram
- Print media: The Times, The Guardian, Daily Mirror, Daily Telegraph etc.



### Accolades and awards

Won: Online Influence Awards, 2019

Won: Digital Awards, 2018 & 2017

Won: Vuelio Blog Awards, 2016

Runner Up: Podcasting For Business Awards, 2021

Receiving Best Dad Blog Award from comedian Jen Brister at the Online Influence Awards 2019

# Speaking engagements

- March 2021 Expedia International Women's Day panel discussion (virtual event)
- Oct 2019 Flexpo flexible working conference panel discussion
- Feb 2019 Side by Side Canadian Involved Fatherhood Conference, Ottawa Canada
- Nov 2017 Being a Man festival
- March 2016: Women of the World festival



Expedia #IWD2021 virtual panel session



# Charity support

- International Federation of the Red Cross & Red Crescent: COVID-19 #SpreadFactsNotFear campaign volunteer, 2020
- Lay advisor to Movember's Social Connections project in 2016, 2017 and 2021
- National Numeracy Day ambassador, 2020

## Other highlights

- Interviewing Steve Carrell and Michael Douglas
- Working on the 2020/2021 LinkedIn Changemakers campaign
- Making regular contributions to Find Your Flex's DaddyJobs website
- Supporting Movember's Social Innovator's Challenge



## Representation / contact details

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

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

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

**[Kaye@andromedatalent.com](mailto:Kaye@andromedatalent.com)**

For all other queries, please contact me directly:

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