



The Dad Network

cos dads have babies too



MEDIA PACK 2016



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+44 (0) 7703 818411



[@thedadnetworkuk](https://twitter.com/thedadnetworkuk)



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A big thank you to 'The Dad Network' ...despite my irritation at my husband ALWAYS going on and on about The Dad Network and what he's read on there/ any help he's gained from there.

I am so grateful that my husband has somewhere to get tips/rant/just have a nosey at what other dads are up to. You've been with us since my pregnancy first time round. Our little one is 17 months and we are expecting again in May - so long may the support continue.

Thanks x.

ABIGAIL KEEBLE, THE DAD NETWORK MUMS



It was an absolute pleasure to work with AI from The Dad Network, and we saw a nice bump in traffic from the review he posted! We look forward to working with him again in the future.

JENNIFER, THE BABY BOX CO



FEATURED IN...



METRO

Welcome to PEREZHILTON
celebrity news, the juiciest gossip

parentdish

The Telegraph



BuzzFeed

HUFFPOST PARENTS

MailOnline

THE DAD NETWORK – THE BRAND

MODELLING & FILMING

Ted has modelled for a variety of different brands & we've both featured in TV & online films

THE DAD NETWORK BLOG

Articles on parenting, in all it's forms, from a dad's perspective

LIFESTYLE

Covering everything from tech to sports

THE DAD NETWORK LIVE

An annual event designed to network dads

THE DAD NETWORK LOCAL

Local networking opportunities for dads

DAD CHANNEL

Imagine a YouTube channel revealing the inner thoughts of dads

PRIVATE BLOGGERS NETWORK

A network of dad & mum bloggers

SOCIAL MEDIA

Our social presence reaches over 100,000 people world wide

PRIVATE DADS GROUP

A network of over 2,000 ordinary dads from around the world supporting one another



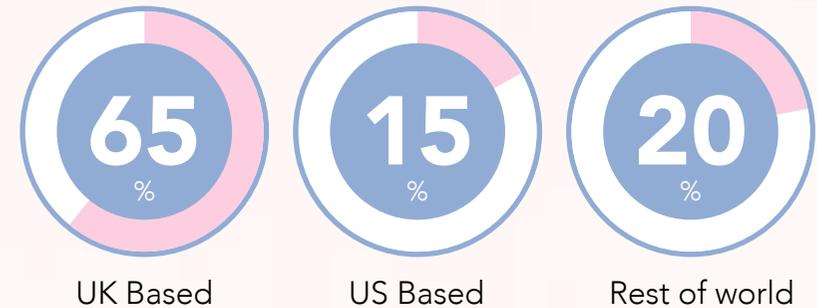
THE DAD NETWORK – READER PROFILE

THE DAD NETWORK STATS

Page Views / month.....	36,000*	Dad Network Mums Group	200
Unique Visits / month.....	24,000*	Twitter Following (3)	15,000
Klout Score	70	Instagram.....	8,300
Facebook Page	4,600	Mailing List.....	5,100
The Dad Network Group	2,000		
Blogger Networks (Mum/Dad) ..	750		

* Average

AUDIENCE BREAKDOWN



I absolutely love this page.

To know that I am not alone in some of my most silly, funny, as well as darkest thoughts of parenthood is an indescribable comfort.

STEVE DADDS, DAD NETWORK MEMBER

THE DAD NETWORK IS #1 MOST INFLUENTIAL DAD BLOG 2015 ACCORDING TO VUELIO & WAS NOMINATED FOR BEST PARENTING BLOG 2015



THE DAD NETWORK – GOING VIRAL

Back in September 2014, The Dad Network had an image go viral. Featuring in some of the worlds largest publications both online and in print; this photo became “iconic.”

Contact us to use this image for promotion, sponsorship or editorial get in touch on:

+44 (0) 7703 818411

dad@thedadnetwork.co.uk



METRO

PEREZHILTON

parentdish

The Telegraph



BuzzFeed

HUFFPOST PARENTS

MailOnline



Baby pregnancy

COSMOPOLITAN



FOX 8 WJW-CLEVELAND



GRAZIA

BBC LONDON

THE DAD NETWORK – OPPORTUNITIES FOR BRANDS

PRODUCT REVIEWS

Let dads get to grips with your product and tell you what they think.

CONTENT THAT WON'T BORE

Sponsored posts that bring your offering to life through a dad's perspective.

SOCIAL MEDIA TAKEOVER

Web chat on our Facebook or Twitter page.

SOLUS EMAIL

Market to our database through a bespoke email.

SPONSORED VIDEOS

Videos featuring your brand with real dads.

TALK TO US

About your needs and we'll design you a bespoke package.



Al is great to work with. Professional yet full of ideas and determined to get the best for a client. His awards make his blog a stand out and it is a pleasure to work with The Dad Network!

AMY SCOTT, AZARIA PR



THE DAD NETWORK – OPPORTUNITIES FOR BRANDS – MEDIA



MODELLING

Ted models for a range of clothing brands. If you'd like him to be the face of your company, then get in touch.

FILMING

Both Ted and Al have featured in & presented a range of online films and videos. We've worked with Channel 4, Ella's Kitchen, Tesco Baby Club and Johnson & Johnson.

RADIO

Al has worked with BBC & Heart Radio as an expert.

If you'd like to work with Al, please get in touch with his agent:
Neil@insanitygroup.com



It's a great group AJ has made here. It's one big brotherhood. It's great because since I joined a while ago you guys have been my agony aunt, my advice line, my freedom to rant... It's awesome.

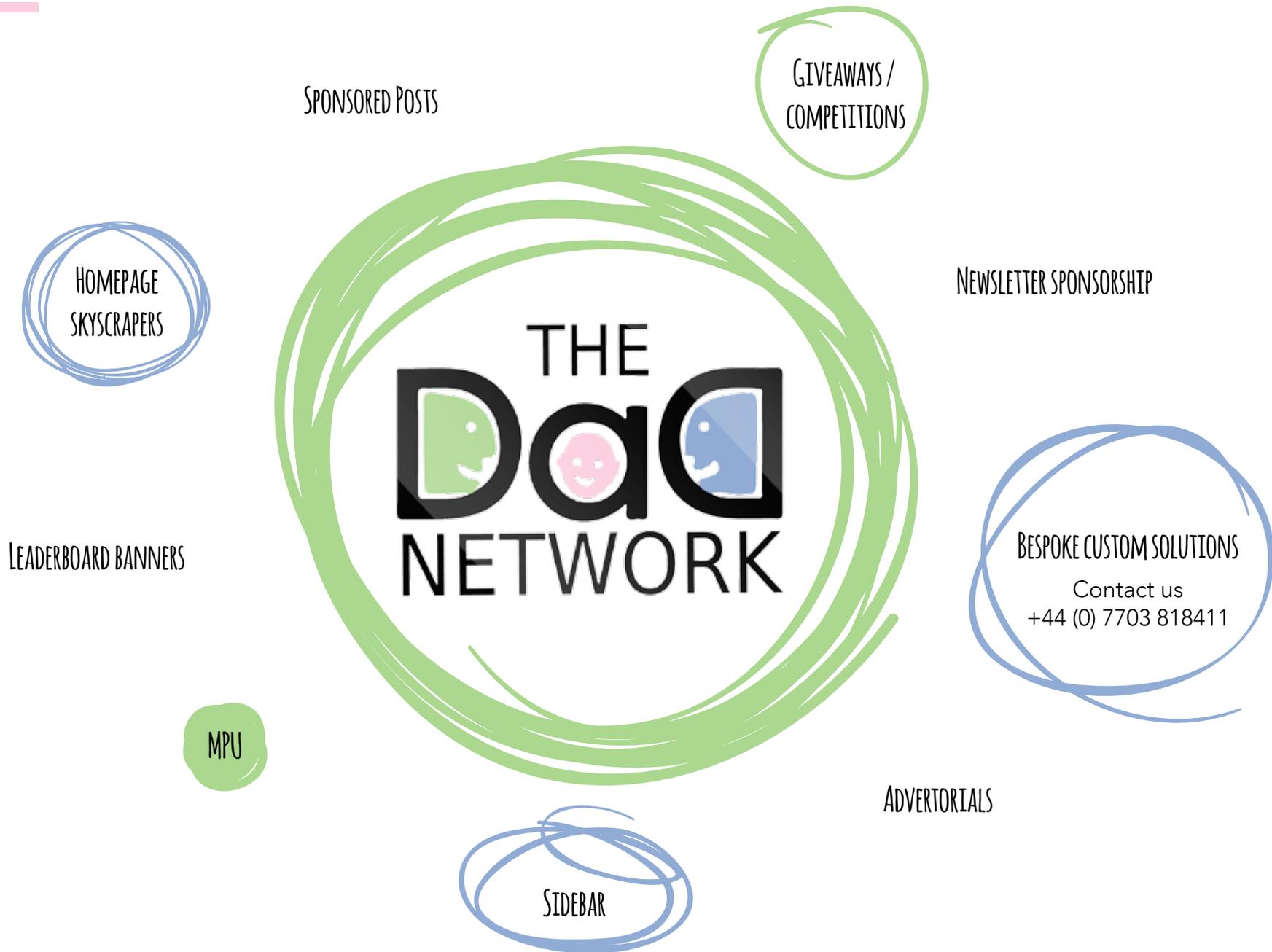
DANYY CANN, DAD NETWORK MEMBER



Al and his little boy, Ted, have been a pleasure to work with. Al was hired to work with us on two videos for a Tesco Baby Club campaign, and we found him very professional – both on and off set – and a natural in front of the camera. Meanwhile, his son was absolutely brilliant and stole all our hearts. We wouldn't hesitate to use Al and Ted again.

TESCO BABY CLUB

THE DAD NETWORK – ADVERTISING OPPORTUNITIES



THE DAD NETWORK – PREVIOUS PARTNERS

iCandy



Al also writes for the BabyCentre Blog & is The Baby Show official blogger. His articles have been published in magazines & websites such as Grazia, Prima Baby, Juno, Families First, Tots100, BT website, The Telegraph Mens Section & Baby Buzz.

DAD CHANNEL

Dad Channel lays host to fabulous Dad vloggers, all sharing their journey through fatherhood.

We share the inner most workings of dads; from the indescribable heights to the unfathomable lows.

Join us, as we bring to the world honest fatherhood.

For more information email us at info@dadchannel.co.uk



HEADLINE SPONSORSHIP



SPONSORED VLOGS



PRODUCT REVIEWS



PRODUCT CAMPAIGNS



ADVERTISING



VLOGGER SPONSORSHIP



THE DAD CHANNEL - MEET THE VLOGGERS



Name: Al Ferguson
Age: 27
Kids Ages: 18m, 3 & 11



Name: Josh
Age: 30
Kids Ages: Expectant



Name: John
Age: 42
Kids Ages: 6 & 3



Name: Bob
Age: 34
Kids Ages: 8, 4, 3 & 1



Name: Jack
Age: 23
Kids Ages: 2 & 3



Name: Chris
Age: 28
Kids Ages: 1



Name: Ben
Age: 25
Kids Ages: 6m & 3



Name: Ash
Age: 38
Kids Ages: 6, 4 & 2



Name: Jim
Age: 36
Kids Ages: 2



Name: Neil
Age: 35
Kids Ages: 12 weeks



Name: Luke
Age: 28
Kids Ages: 5 & 2



Name: Ethan
Age: 25
Kids Ages: 2 & 9 months

#DADSFORCHANGE – ON TV!

Dads can't change their own baby's nappy in major UK restaurant chains! Our very own Al Ferguson goes on national TV to make a change.



After experiencing first hand the lack of baby change facilities available to dads in some major high street restaurants & cafes, Al decided to do something about it. Since posting an undercover video on The Dad Network's YouTube Channel, the campaign went viral. Al featured on Good Morning Britain along side Ben Shepherd to discuss the issues. The result; Strada Restaurants have confirmed that they have pledged to make sure that every Strada in the UK has a baby change facility available to dads. This highlights the influence The Dad Network has.



I feel passionately about The Dad Network offering dads a real, honest account of fatherhood, that isn't in textbook speak but is gripping and shows how tough yet rewarding fatherhood can be. We want dads to be celebrated, to be cherished and to be supported.

AL FERGUSON



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