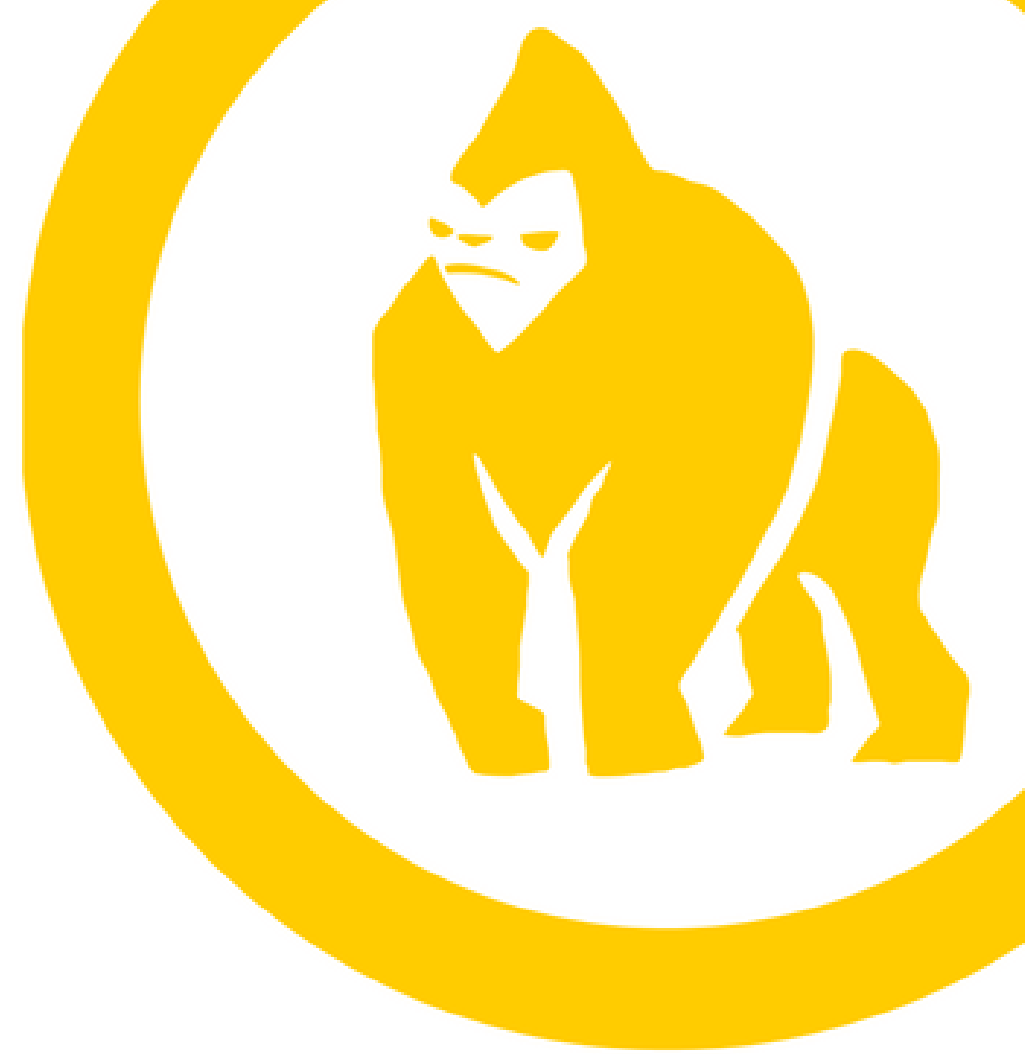


THIS DAD CAN MEDIA PACK



This Dad Can resources Men to be the Dad's they want to be. We know families feel greater empowerment when Dads are resourced to respond rather than react.

Social Media

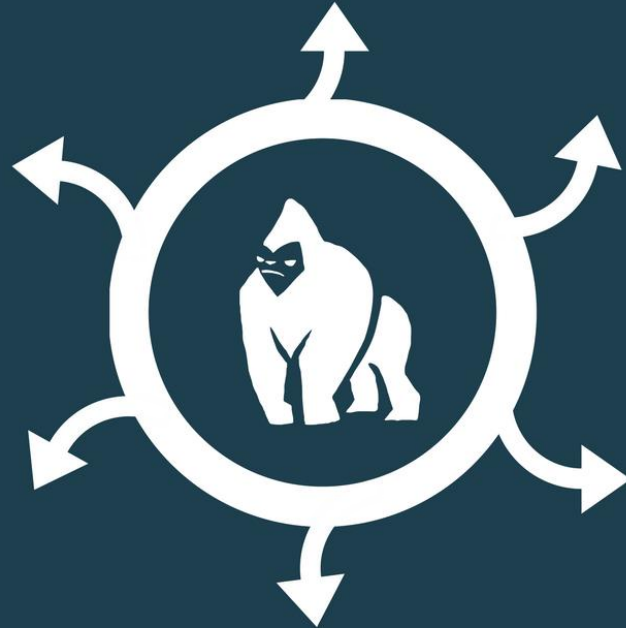
Connect with us on Facebook, Twitter, Instagram and YouTube. From conversation to our latest updates, we're here.

Dad Hour

Start the weekend by giving mum some time off and treating yourself to a Full English. Have some quality time with your child and meet other local dads.

Dads Day Out

Dads can take a well-deserved break from the kids. They're events guaranteed to provoke adrenaline and release those all essential positive endorphins.



Blog

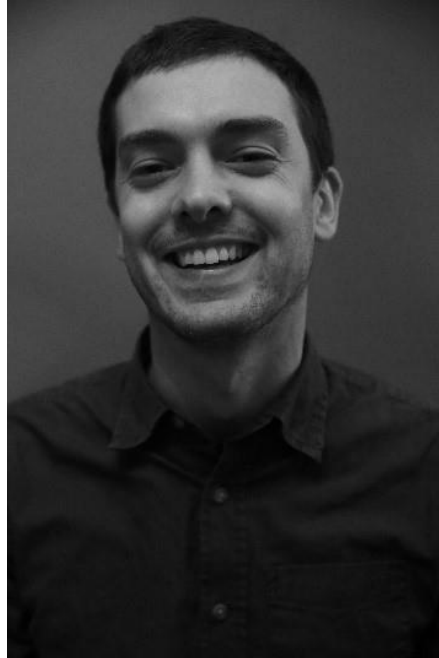
Our blog is a blogger's community. We help new or existing dad bloggers like you, extend to new audience bases, share their experience and most importantly, tell their story.

Local

Don't miss out on things taking place in your community. Hear about local events, find local services and discover new products on This Dad Can Local.

Facebook Groups

We've got Facebook groups in most counties in addition to national groups in the UK & U.S. Find your local group today.



OUR BRAND

Following on from thirteen years of working with Children, Young People & Families, Jon our Founder, was acutely aware of the changing role of fatherhood.

A father himself to two fantastic children, he recognised that the high expectation with little tailored support for dads, was problematic for families.

He subsequently established This Dad Can to connect, resource and encourage dads in their parenting journey.

The brands main themes are fatherhood, men's lifestyle, travel and health.

OPPORTUNITIES FOR YOU

We know you want a service as unique as your organisation. That's why we're happy to discuss custom package to suit your needs, so let's connect.

However, if you like a bit more direction, here's some of the ways we've worked with other organisations:

- Insight activities (understand dads, market research; product testing, academic research)
 - Accept sponsored posts written by you
 - Participate in live events (online or off)
 - Promote products and services via our social media
 - Advertising and E-commerce via our local pages
- Act as media spokesperson and provide views to the media
 - Create sponsored and commissioned content for thisdadcan.co.uk or your own social media / website
 - Provide copywriting services
 - Workplace training on engaging and supporting dads
 - Produce video material for use on social media

So, whether you're a Brand, Journalist, the Public Sector or Researcher, get in touch.



COMMENTATOR

At This Dad Can we regularly contribute to radio interviews, academic studies and consultation for the NHS. We are often asked to contribute to discussion in the media on:

MEN

FATHERHOOD

HEALTH

GENDER

PARENTAL
LEAVE

Previous broadcast appearances include:



We have also appeared in Mama Life Magazine, Family GO Live, Positive Parenting Magazine & a host of other print and online publications.

ADVERTISING OPPORTUNITIES

BESPOKE SOLUTIONS

SPONSORED/
GUESTS POSTS

NEWSLETTER
SPONSORSHIP

RUN COMPETITIONS/
GIVEAWAY'S

SOCIAL MEDIA POSTS

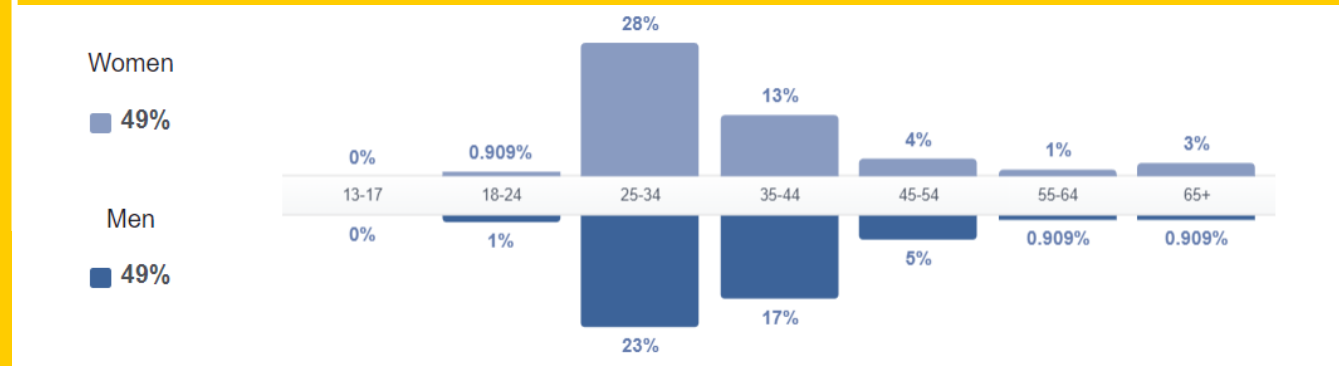
THIS DAD CAN
LOCAL

ESSENTIAL STATISTICS

	2018
FACEBOOK Page	247
FACEBOOK Group	347
Instagram	183
Twitter Following	1784
Mailing List	273
Members	127
Local Meetups	9
Monthly page views*	1145
Domain Authority (DA)	17
Page Authority (PA)	28
Trust Flow	4

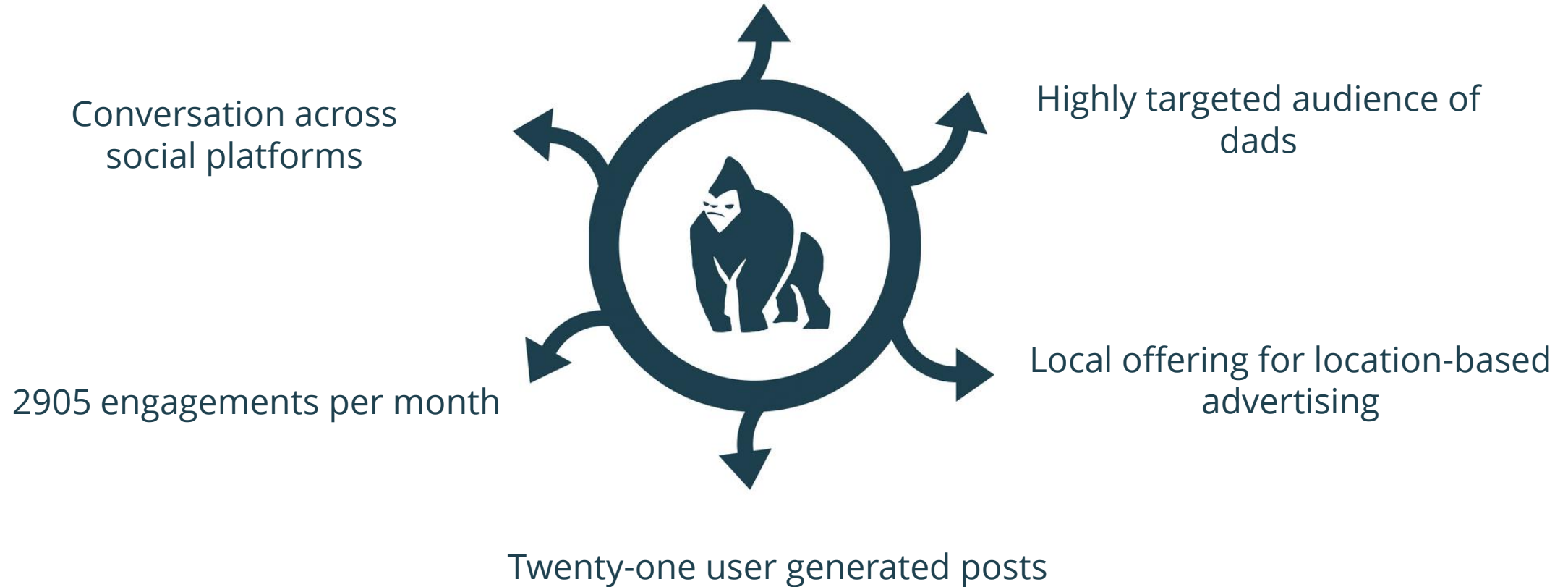
* three month average

FACEBOOK PAGE DEMOGRAPHICS

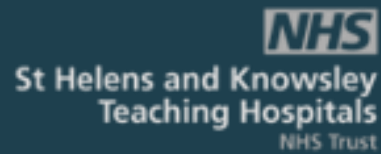


WHY THIS DAD CAN ?

We have multiple methods of engaging dads including our local presence



BRANDS WORKED WITH



CONTACT DETAILS

THIS DAD CAN

If there is a particular service or idea you have, please get in touch. We'd be keen to hear from you and explore how we could work together.

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