



DIARY OF THE DAD

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ABOUT DIARY OF THE DAD

Established in 2010, Diary of the Dad is a multi-award-winning blog about my adventures as a parent of three children. It started life as a means of keeping a record of family life and has grown to include reviews and sponsored content while retaining the same familiar tone and style that has seen it win accolades including a MAD Blog Award in its first full year. It has also been a permanent fixture in Cision/Vuelio's top ten UK dad blogs for the last six years.

3,100+

MONTHLY UNIQUE VISITORS

10,000+

MONTHLY PAGE VIEWS

17,300+

SOCIAL/EMAIL FOLLOWERS

UK #9

DAD BLOGGER (VUELIO)

ABOUT TOM

As well as being a proud dad of three and a multi-award-winning blogger and podcaster, I'm a journalist and digital content professional of 15 years' experience. I've worked both for and alongside several big-name brands and leading organisations, so know a thing or two about promoting them online. I also have numerous media appearances to my name, including Good Morning Britain, Victoria Derbyshire, The Sunday Times and BBC Radio 5 Live.



TOM BRIGGS
Blogger / Journalist



2,000+

[@diaryofthedad](https://www.facebook.com/diaryofthedad)



9,700+

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



800+

[@diaryofthedad](https://www.pinterest.com/diaryofthedad)



900+

[@diaryofthedadcouk](https://www.youtube.com/diaryofthedadcouk)



2,000+

[@diaryofthedad](https://www.instagram.com/diaryofthedad)

SERVICES OFFERED

- Sponsored blog posts
- Product reviews
- Custom content creation
- Web banner advertisements
- Brand ambassadorships
- Social media collaborations
- Competitions and giveaways
- Video production and radio days

Have something else in mind? Contact me!

THE AUDIENCE

60% Female **40%** Male

37% Aged 35-44 **26%** Aged 25-34

79% From the UK

40% Comes from organic search

00:01:23 Average session duration

Source: Google Analytics, March 2019.

TOPICS THEY LOVE TO READ

- Parenting
- Technology
- Blogging
- Family finance
- Men's fashion
- Home and garden
- Food and drink
- Family days out
- Motoring
- Health and wellbeing

RECENT PARTNERS

M&S

EST. 1884

halfords

ASDA

beko

 **BOSCH**

WHAT THEY SAY

"Tom was delightful to work with for our campaign with Graco. His content was very informative and accompanied with great imagery. He delivered everything on time and was very responsive to emails too!"

Viki Bell, Cohn & Wolfe

"I've had the pleasure of working with Tom on numerous occasions and his work has always been fantastic. On top of this, Tom is quick responding to emails and, most importantly of all, he is a really great guy, who's always willing to help you out."

Joe Metcalfe, Home Group

SOME WORK SAMPLES

Here are a few examples of posts I've produced in collaboration with brands...



SPONSORED POSTS



DAYS OUT



REVIEWS



RECIPES



GIVEAWAYS



FASHION

READY TO WORK TOGETHER?

Contact me at tom@diaryofthedad.co.uk