



Reach 250k Dads & Golfers

Dad Day and Caddyshanks are two high-signal brands built for guys who care about how they show up at home and on the course.

We talk fatherhood. We talk golf. We talk gear, health, travel, money, and not losing yourself in the chaos. When we recommend something, people buy it.



Content Hub

Where fatherhood meets gear, culture, and real life. Original stories. Shoppable features. Event coverage. Community takes. We don't publish noise. **If it's in here, it matters.**



Thrice-Weekly Newsletter

Three times a week we show up in inboxes that actually get opened. Gear worth buying. Thoughts worth reading. Fatherhood without the clichés. Quick. Shareable. **Built for guys who don't have time to scroll all day.**



Subscribe

Audience Snapshot

These are not passive readers. They're the guy planning the golf trip. Buying the stroller and the driver. Booking the retreat. Upgrading the grill.

100K+ NEWSLETTER SUBSCRIBERS

AGE: 28-47

50%+ OPEN RATE

122K INSTAGRAM FOLLOWERS

750K MONTHLY IMPRESSIONS

HOUSEHOLD INCOME \$100K+



You're killin' it with the newsletter, guys. The only e-newsletter I've ever actively read and not unsubscribed after a week.

Nico G. - St. Petersburg, FL | 3 kids

More Than a Newsletter. A Network.

A multi-surface platform spanning newsletter, editorial, social, and community.



**Modern Shoppable
Design That Builds Trust**



**Flexibility for
Sponsored Homepage
Blocks**



**Space for editorial and
branded storytelling**



**Integrated Amplification
Across All Platforms**

Sponsorship Opportunities

We build partnerships, not placements. Every campaign is structured around clarity, creativity, and long-term value.



Sponsored Sections

Dad Gear. Golf Bets.
Rad Dad. Course
Essentials. Trip
Guides.

Native Features

- Founder Story
- Product Deep Dive
- Day-in-the-Life Editorial

Affiliate + Performance

We track. We
Optimize. We Drive
Revenue.

Seasonal Drops

Father's Day. Golf
season. Holiday
Gift Guides.

Live Activations

Run Clubs. Golf
Meetups. Retreats.

Social & Beyond

Branded Episodic
Content. Carousels.
Reels. Shorts.



Built for Brands That Get It

Dad Day hits the family identity. Caddyshanks hits the obsession.
Together, you get the full picture.

If you're looking for impressions, there are cheaper places.
If you're looking for influence, we should talk.

Let's Build Something Worth Talking About

Get In Touch

