

WOKEDADDY.COM

# WOKE DADDY

Thoughts about fatherhood, personal  
development and the universe.

FATHERHOOD · MASCULINITY · WELLNESS · WISDOM

## 2019 MEDIA KIT

# WOKE DADDY

## DESCRIPTION

### THE MISSION

Woke Daddy is a platform where I share my thoughts and life experiences about fatherhood, masculinity, personal development and the universe. Woke Daddy is designed to provoke critical thinking and inspire radical action. While written from a father's perspective and therefore aimed to empower men to challenge their conception of masculinity and of the world, the primary mission of Woke Daddy is to connect at the human level and promote the idea of "oneness" and interconnection between all things and all beings.

### THE VISION

The alarming state of humanity in general and masculinity in particular prompted the urgency to create a platform of expression that challenges the status quo. Multiple breakthroughs along my life's journey made me realize that I was not living in alignment with my core values mainly because society gave me the illusion that I did not have a choice. Once I realized that I was 100% in control of my life, it felt critical to take an active part in redefining masculinity, fatherhood and how we, humans, interact with each other and with our planet.



## LUDO GABRIELE |

Ludo Gabriele is the creator and sole operator of Wokedaddy.com. He is a multilingual senior marketing consultant, strategist, writer and healthy masculinity advocate. He is the CEO of DLG Media, a culturally relevant consulting agency. French native, Ludo is a father of two and lives in New York with his family.

Seen on:



INDEPENDENT

BRIDES

STYLIST

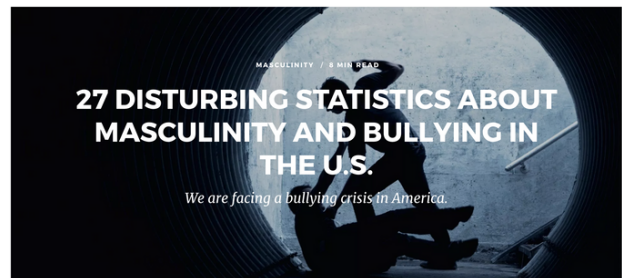
# WOKE DADDY

## CONTENT

Curation and creation of content that promotes conscious fatherhood and healthy masculinity.



### FATHERHOOD PIECES



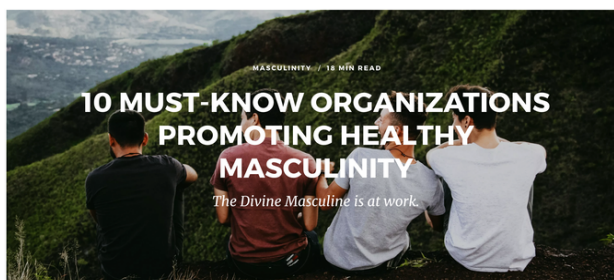
### STUDIES AND RESOURCES



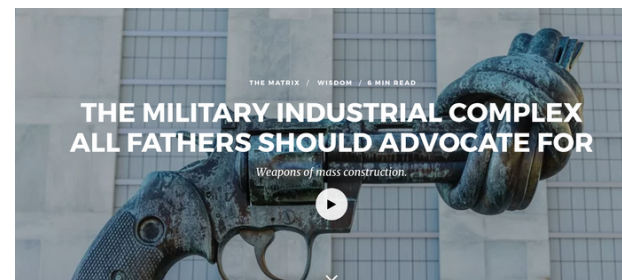
### PERSONAL STORIES



### POP CULTURE ANALYSIS



### HEALTHY MASCULINITY ADVOCACY



### SOCIETY CRITICISM

# WOKE DADDY

## AUDIENCE

Wokedaddy.com was launched in May 2017.

**3,000**

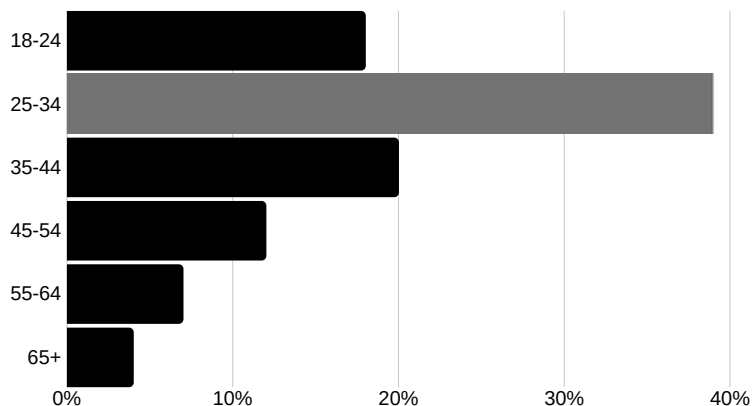
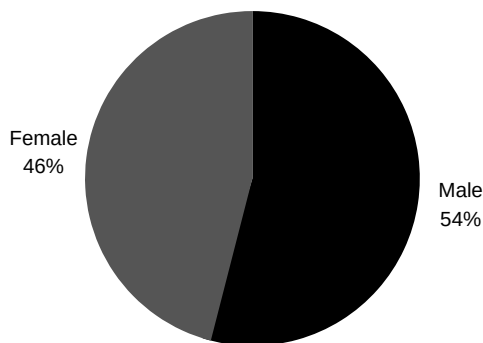
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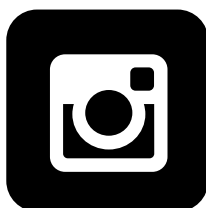
Total number of monthly  
page views

**50,000**

Total number of all time  
page views



**1.6K**



**1K**



**780**

# WOKE DADDY

**LET'S COLLABORATE**



If your organization is aligned with promoting conscious fatherhood and healthy masculinity, I would love to talk to you.

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