Hi! I'm Michael. Dad to Canaan, Abigail, and Harrison and husband to Jenna. Jenna and I are both born and raised in South Central Kentucky, where we still reside.

I've worked in the technology field for 20 years and have been a father for 17. In addition to wearing these hats, I also venture into the realms of freelance graphic design, occasional baking, and unapologetic geekiness—truly a jack of all trades.

I started Fatherhood: Reloaded in 2020 after my wife and I found out we were expecting, with a due date a few months after I turned 40. Giving my youngest and middle child an age difference of of nearly 12 years. The site in its infancy was meant to be just an outlet. To scratch an itch that had come back to me years after I closed the doors on a previously successful website after it had garnered over 2.5 millions views.

The genesis of Fatherhood: Reloaded came from the overcrowding of websites and blogs geared towards mothers. There wasn't a ton out there for Dads. So as someone who was starting back on the ground floor with fatherhood, I thought I had a unique perspective. Then things got turned upside down.

When our son was born, we discovered he had Arthrogryposis Multiplex Congenita (AMC) the perspective shifted. When doing research on the condition, there are hundreds of resources for mothers, but not really anything for dads. Since that discovery, the site has evolved as I have, as both a father and a person. As someone more aware of inclusiveness and lack there of. I try to bring awareness, as an advocate, just not for my son, but for other children and fathers who find themselves in similar situations.

I'm always eager and happy to work with brands that align with my interests and fit my style.

SOCIAL STATS

+7K FOLLOWERS

+1.5K FOLLOWERS

+2.5K FOLLOWERS

+12k MO. VIEWS

+40 FOLLOWERS

ABOUT FATHERHOOD: RELOADED

What started out as a blog from a father who was expecting a new child at 40, over a decade since his last, has evolved into something more unique.

Established in 2020, Fatherhood: Reloaded is a US-based parenting, fatherhood, men's interest and lifestyle blog. The site is a haven for a wide-ranging audience looking for anything from the latest review or informative content, especially on Arthrogryposis, to updates in the family entertainment world, or looking to scratch that nostalgic itch. (If you grew up in the 80s).

Fatherhood: Reloaded features a mix of posts including: Opinion, DIY, product reviews, giveaways, news, personal posts and more. The blog is promoted across all the major social

So while we cover things with dads in mind there is an emphasis towards just not fatherhood, but of awareness for the world around us. Our readers include moms, aunts, uncles, and grandparents because while all of this comes from a dad for dads, it can be for anyone and everyone.

The site recently was awarded 'Most Informative Parenting & Lifestyle Blog, 2023 - Kentucky' by LUXlife Magazine.
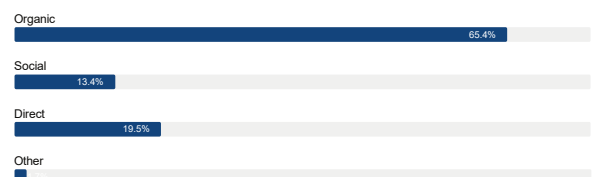
MONTHLY TRAFFIC

2.5K Page Views

1.9K Unique Visitors

Traffic Sources

Organic — 65.4%
Social — 13.4%
Direct — 19.5%
Other

AUDIENCE

17.6%
Ages 18-24

36.4%
Ages 24 - 34

33.4%
Ages 35 - 44

12.6%
Ages 45+

By Country

United States	66.7%
Other	18%
United Kingdom	7.2%
Canada	4%
Australia	3.1%
Philippines	1%

41.4% Female
58.6% Male

BRAND COLLABORATIONS

Columbia   Freebird   smartish

INSIGHT EDITIONS   BUILT   BlenderBottle.

tile   CRESCENTCANNA   ZAGG

HBO max   MUSCLETECH

As Featured In   GOOD DADS   The Art of Fatherhood PODCAST
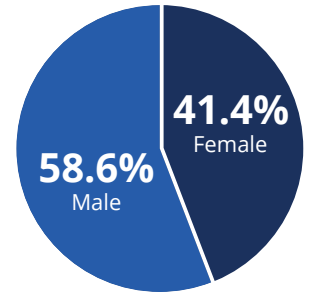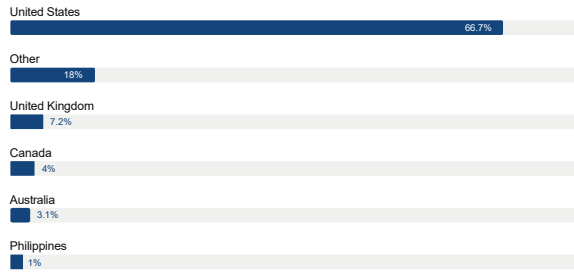
WAYS TO WORK TOGETHER

PRODUCT REVIEWS
Open and honest product reviews. Unique and original written, photo/video, and social media coverage.

SPONSORED ARTICLES/POSTS
Offering targeted, sponsored content in line with your brand. Guest Posts or original written, photo/video, and social media coverage.

BRAND AMBASSADORSHIP
Product or Service endorsement. Integrating your grand into authentic and engaging written, photo/video, and social media coverage

PRODUCT PLACEMENT
In content product placement. Lead-generating contests and giveaways. Written, photo/Video, and social media coverage.

FATHERHOOD RELOADED