

The FOOTBALL LEAGUE Paper

THE ONLY PAPER FOR THE REAL FOOTBALL FAN



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CHAMPIONS!

O's wrap up

RICHE Wellens couldn't hide his delight after Leyton Orient clinched the League Two title. **By John Lyons** A few teams have tried to knock us off our perch but just look at how long we've been at the top, and look at the gap in points. Wrexham come the other way after beating Boreham Wood 3-1 to win the National League title. **FULL STORY - Page 32**



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The Football League Paper provides fans of football outside the Premier League their own dedicated newspaper. It offers extensive coverage for all 72 English Football League (EFL) clubs with news, features and insight plus comprehensive match reports.

**Our audience:
Fanatics, fans & followers**



Attention, engagement & reach

Top line audience figures...



AUDIENCE PER ANNUM

108k



IMPRESSIONS PER ANNUM

11.3 million



TWITTER

FOLLOWERS

67.1k

IMPRESSIONS

29.4m



(inc subs)

COPIES SOLD

287k

COPIES READ

430k



WEBSITE

UNIQUE USERS

52.4k

IMPRESSIONS

60.6k



FACEBOOK

FOLLOWERS

4.7k

IMPRESSIONS

11.5k



NEWSLETTER

SUBSCRIBERS

5.7k

OPEN RATE

31.2%

Audience profile

79.7%
UK BASED

75.2%
MALE

82.8%
AGED OVER
25

Audience key interests

- WENT ON HOLIDAY
- PURCHASED GENERAL CLOTHING
- BOUGHT SPORTS CLOTHING AND EQUIPMENT
- PURCHASED MUSIC
- PURCHASED SPORTS MERCHANDISE, GIFTS AND MEMORABILIA
- DONATED OR PARTAKEN IN CHARITY/FUNDRAISING EVENTS
- BOUGHT MALE GROOMING PRODUCTS
- PLACED BETS
- BOUGHT CONSUMER ELECTRONICS (eg. new TV)

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Clubs span the length and breadth of England and Wales, bringing supporters and communities together. With more than 1,650 matches taking place across all three divisions, EFL clubs bring the drama and excitement of professional football into the heart of the towns and cities they serve every week.

ENGLISH FOOTBALL LEAGUE NUMBERS...

3 million

The number of people the Football Association estimate play football throughout the UK

17,605,726

The cumulative attendance for all three EFL divisions in 2021/22

20 million

A total of 20 million fans attended fixtures in EFL competitions 2021/22; 9.4m in the Championship, 5.6m in League One, 2.8m in League Two, 1.4m in the Carabao Cup and 257k in the Papa Johns Trophy

ATTENDANCES IN EFL COMPETITIONS - 2022/23

The EFL achieved the highest league attendances for nearly 70 years in the 2022-23 football season. 21.7 million supporters passed through the turnstiles of an EFL competition in 2022-23, with the highest cumulative attendances recorded for league matches since 1953-54:

2022/23 ATTENDANCE NUMBERS

CHAMPIONSHIP	10,391,945
LEAGUE ONE	5,857,547
LEAGUE TWO	3,191,719
PLAY OFFS	443,754
CARABAO CUP	1,551,748
EFL TROPHY	312,727
TOTAL	21,749,440

Chris Dunlavy

Please don't expect the Ramsey of old

REF HELP MUST NOT JUST FADE AWAY INTO NOTHING

Chris Dunlavy is a former professional footballer who has spent the last few years working as a referee. He is a former player for several clubs, including Arsenal, and has been a referee for over a decade. He is a former player for several clubs, including Arsenal, and has been a referee for over a decade.

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HOME TIME CAN LET OWLS SOAR

RECORD MOVE TO COV JUST WRIGHT FOR ACE

Sheffield Wednesday's home advantage is a key factor in their success, with a record move to Coventry City for a player. The club's performance has been exceptional, and the move is seen as a significant boost for the team.

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HARLEE SO HAPPY TO SIGN FOR ROYALS...

CHAMPIONSHIP RESULTS

Harlee's move to the Royals is a significant event for the club. The Championship results table shows the current standings of all clubs in the division, with detailed statistics for each team.

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GLENN & GILLS AIMING HIGH

Interviews

Interviews with Glenn and Gills, discussing their goals and ambitions for the season. They talk about the challenges they face and the strategies they are implementing to succeed.

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'WEAK' MAGPIES TAKEN APART

DEBUT DELIGHT FOR EASTWOOD

Sheff Wed's performance is analyzed, highlighting the weaknesses of the Magpies and the debut of Eastwood. The article discusses the tactical changes and the impact of the new player.

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AS DONS FLUFF

Match Reports

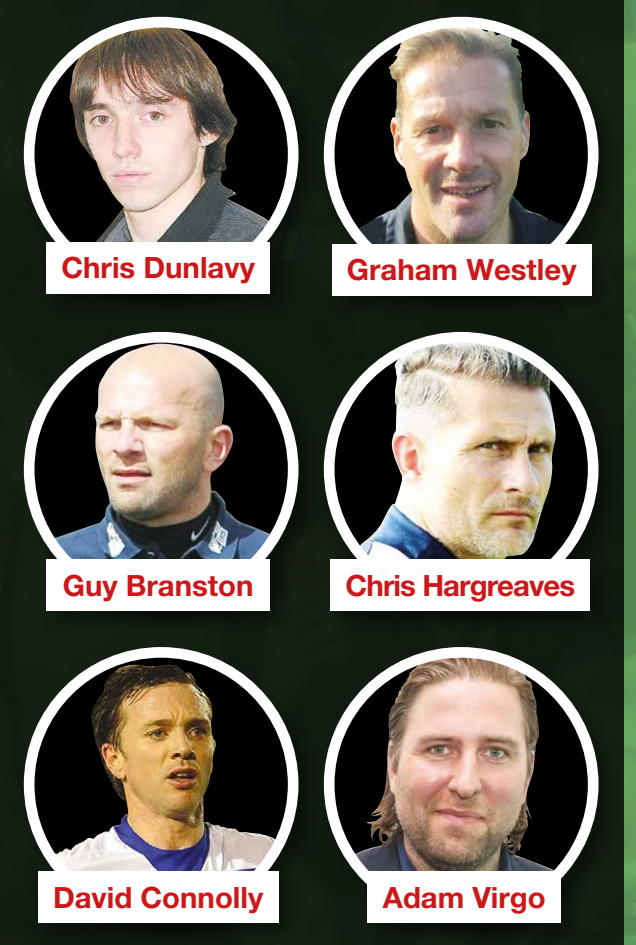
Match reports from various games, including a detailed account of the Dons' performance. The reports provide insights into the tactics, player performances, and the overall atmosphere of the matches.

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English Football League... we have it covered



Our Columnists



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Advertising opportunities

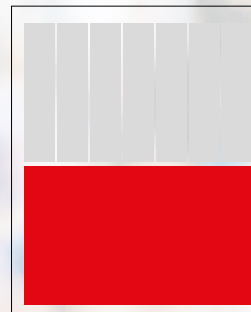


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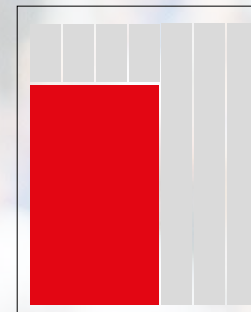
Standard advert sizes



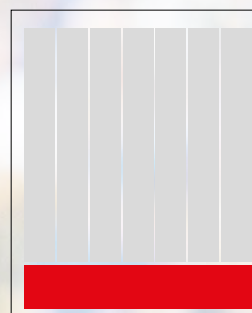
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£1,250



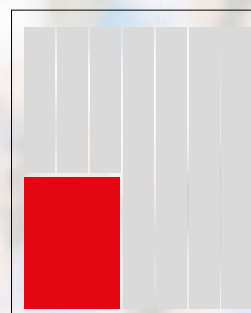
HALF PAGE
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158mm high
£800



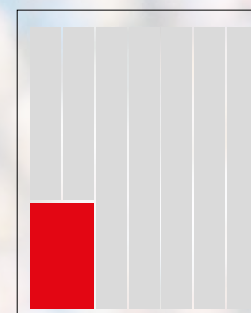
20x4
147mm wide x
250mm high
£625



FRONT STRIP
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50mm high
£800



15x3
109mm wide x
150mm high
£335



12x2
72mm wide x
120mm high
£195

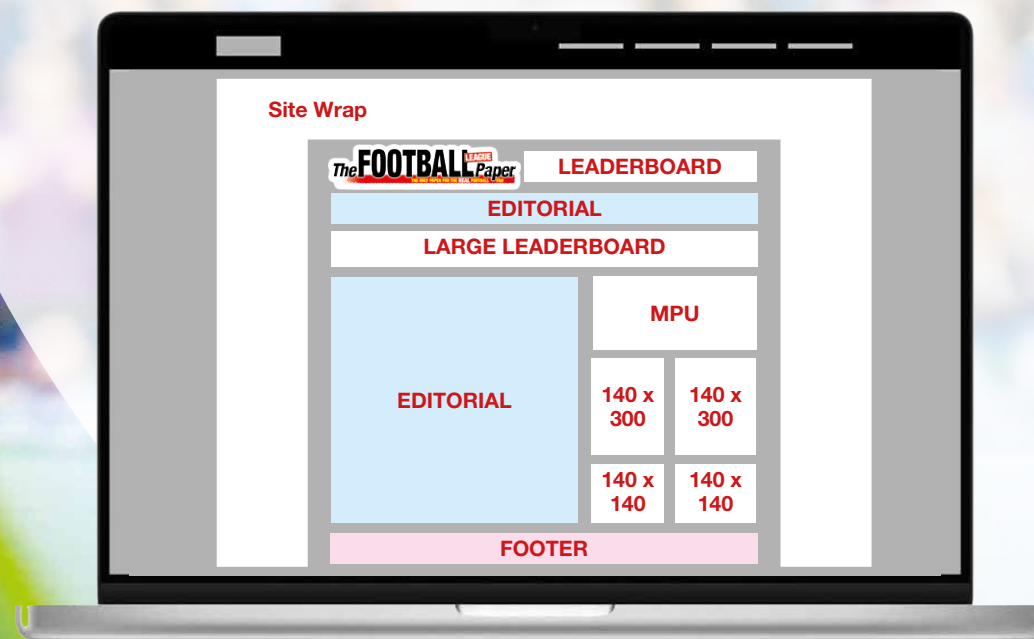
Tactical Ad Placement



Branded Content

...Digital

Standard desktop & mobile sizes



STANDARD Desktop & Mobile Specs:

Site WRAP	Price on application
Leaderboard	£600
Large Leaderboard MPU	£600
MPU	£300
140 x 300	£250
140 x 140	£200

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Native/Sponsored posts	POA
Social	POA
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10-MAN MK KO MILLERS

HOWSON: BORO LIFE IS GREAT

MCCLARY'S FAITH IN CHAIRBOYS

SUPER RAVEL REVIVES RAMS

Morrison at the double

is back. 26.03.22