



Capturing the passion of sport



On-line, off-line, stay on-side with Greenways Publishing, the home of....

The RUGBY Paper
THE BEST COVERAGE FROM ALL THE WEEKEND'S HURDLES

THE NON-LEAGUE PAPER
ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME

ATE TACKLE

the CRICKET paper

The FOOTBALL Paper
THE ONLY PAPER FOR THE REAL FOOTBALL FAN

UK & IRELAND'S NO.1 RACING MAGAZINE!
RACING AHEAD

One Company: Six brands, print and digital

Get ready to indulge in the captivating world of sports with Greenways Publishing, a true titan among UK sports publishers. Renowned for their exceptional expertise, Greenways boasts an impressive line-up of national sports newspapers and magazines that stand at the forefront of the industry. Prepare to immerse yourself in a thrilling realm where sporting triumphs and tales come alive, as Greenways Publishing continues to lead the way in delivering unparalleled sports content.

Our audience: Fanatics, fans & followers

BY FANS FOR FANS

Nothing excites the emotions quite like sport.

Sports fans and players are tribal about their team... and the newspapers that write about them. Once they have found a publication they like, they show the same loyalty they display to their club.

Fans are no longer passive spectators. They're active, vocal, creative and expressive - connected and engaged sports fans. The rise of social media means they're becoming far more integrated in the action.

COLLECTIVE PASSION, CONNECTED CONTENT

Greenways Publishing taps into that passion with its four national sporting newspapers: The Non-League Paper is the only paper that covers the heartbeat of the national game and is the recognised authority on Non-League football. The Rugby Paper offers unrivalled coverage of rugby union from elite level to county leagues, while The Football League Paper, covers all 72 Football League (EFL) clubs. And The Cricket Paper is devoted to all areas from Test match to village green.

We also publish Racing Ahead – the UK's number 1 horse racing magazine – along with Late Tackle, an off-beat football fanzine that gets to under the skin of the beautiful game.

Attention, engagement & reach

Top line audience figures...



AUDIENCE
PER ANNUM

2.3 million



IMPRESSIONS
PER ANNUM

83 million



(inc subs)

COPIES SOLD

1.8m

COPIES READ

2.8m



WEBSITE

UNIQUE USERS

1.93m

IMPRESSIONS

3.4m



TWITTER

FOLLOWERS

227,100

IMPRESSIONS

74.3m



NEWSLETTER

SUBSCRIBERS

33,200

OPEN RATE

34.1%



FACEBOOK

FOLLOWERS

41,800

IMPRESSIONS

2.2m

**Capture Your
Market - Drive
your Reach,
Recognition &
Return**

The RUGBY Paper

THE BEST COVERAGE FROM ALL THE WEEKEND'S RUGBY



Print
Digital
Social

The RUGBY Paper

Issue 767: Sunday, May 28, 2023 £2.20
THE BEST COVERAGE FROM ALL THE WEEKEND'S RUGBY

» Pages 16-17
Paul Rees reports
It's time for change in a game drowning in debt

Inside:
» **Guscott:** Borthwick needs a minor miracle Page 7
» **Cain:** Fast Eddie's hit the cash jackpot Page 13
» **Team of Season** in National 2 East Pages 26-27

Super Saracens lift sixth crown

Cardiff battle for ex-Junior Springbok

From BEN JAVCOCK at Twickenham

OWEN Farrell hailed the resolve of his Saracens side as they returned to the top of the English game by beating Sale Sharks 35-25 to win their first Premiership title since 2019.

In a see-saw thriller at Twickenham, Saracens pulled away in the final quarter with tries by Van van Zyl and Elliot Daly securing the north London club's sixth title to go level with Wasps and Bath.

The club's salary cap breach and subsequent season in the Championship was followed by a gut wrenching last-minute loss to Leicester Tigers in last year's final but Farrell was delighted that they went one better this time around.

He said: "It wasn't our best performance of the season and it was proper tense finals rugby. We had to stay in the game when

works hard at doing that. We had our setbacks in recent years, losing the final and everything that went on before that but to see how strong this club is is fantastic. We hope to be in the big dance again as we want to be here every year.

"It's not about redemption, it's more about getting the best out of ourselves. We closed up shop in the final last year, so this year was about doing enough and thankfully we did."

Sale were competitive throughout and played their part in a thrilling final by taking the lead for the first time in the second half with Bevan Rodd's 52nd-minute converted try but ultimately came up short in their first final since 2006.

Departing Jano Ross was proud of the journey Sale are on and how the club have utilised their "Northern rugby masters" campaign to put their club on the map.

He said: "I'm massively disappointed but I'm proud of the group and

CARDIFF are involved in a stand-off with the Welsh Rugby Union over their bid to sign a stand-off from South Africa, Tinas De Beer.

A last-ditch attempt is being made by the Arms Park club to overturn the Union's blocking of a transfer on the grounds that the former Junior Springbok poses an obstacle to home-grown talent with international ambitions.

Unless their impassioned appeal succeeds, a club famous for its trio of Lions fly halves - Cliff Morgan, Barry John, Gareth Davies - will stumble on into the summer without one following the departure of Rhys Priestland and Jarrod Evans.

De Beer, uncapped, unused and relatively unknown outside Super Rugby had been lined up to fill the void left by Priestland's retirement and Evans' joining Harlequins rather than staying put on a markedly reduced contract.

The financial crisis engulfing the wider game has forced the regions to slash budgets, in Cardiff's case by more than the death of its perennial saviour, Peter Thomas, cannot afford to bring Rhys Patchell back.

Four years on from starting for Wales at the World Cup third place decider against the All Blacks against the All

Continued on Page 2-



The Rugby Paper is the UK's number 1 selling newsstand rugby title and covers exclusive stories, match reports and features on a weekly basis.

It contains renowned journalists such as Nick Cain, Chris Hewett and Peter Jackson, and famous former international players as columnists including Jeremy Guscott and Jeff Probyn.

The Rugby Paper covers Rugby Union from national teams and Premiership / URC down to grass roots.

Attention, engagement & reach

Top line audience figures...



AUDIENCE PER ANNUM

1.1 million



IMPRESSIONS PER ANNUM

33.4 million

Our audience: Fanatics, fans & followers



TWITTER

FOLLOWERS

67.1k

IMPRESSIONS

29.4m



FACEBOOK

FOLLOWERS

16.3k

IMPRESSIONS

1.3m



(inc subs)

COPIES SOLD

640k

COPIES READ

960.1k



WEBSITE

UNIQUE USERS

1m

IMPRESSIONS

1.8m



NEWSLETTER

SUBSCRIBERS

4.8k

OPEN RATE

35.5%

Audience profile

74%
UK BASED

76.7%
MALE

95.9%
OF FANS TRUST THE RUGBY PAPER'S REPORTING

93.5%
OF FANS RESPECT THE RUGBY PAPER'S REPORTING

86%
REGULARLY ATTEND RUGBY MATCHES

32.8%
ATTEND EVERY WEEK

22.6%
ARE CLUB OFFICIALS

21.7%
REGULARLY PLAY RUGBY

Audience key interests



78%
PURCHASED GENERAL CLOTHING



54%
BOUGHT MALE GROOMING PRODUCTS



69%
WENT ON HOLIDAY



63%
DONATED OR PARTAKEN IN CHARITY/FUNDRAISING EVENTS



58%
BOUGHT CONSUMER ELECTRONICS (eg. new TV)



56%
PURCHASED MUSIC



57%
ATTENDED CLUB & CORPORATE HOSPITALITY/ EVENTS/EXPERIENCE DAYS



74%
PURCHASED SPORTS CLOTHING & EQUIPMENT



60%
PURCHASED SPORTS MERCHANDISE, GIFTS AND MEMORABILIA



55%
UNDERTOOK DIY

The RUGBY Paper

THE BEST COVERAGE FROM ALL THE WEEKEND'S RUGBY

Rugby Covered



JEREMY GUSCOTT

OUTSPOKEN AND UNMISSABLE... EVERY WEEK

Mentality of the players holds key

It's not surprising that the players who have the best mentality are the ones who perform best. It's a simple truth, but one that is often overlooked. The players who are able to stay focused, who are able to handle pressure, who are able to bounce back from setbacks, they are the ones who will succeed. It's not just about physical fitness, it's about the mind. It's about the ability to stay calm in the face of adversity, to stay motivated, to stay hungry. It's about the ability to work as a team, to support each other, to lift each other up. It's about the ability to never give up, to never stop fighting. It's about the ability to win, to win at all costs.

Everyone should look to improve and be brave - and that coaches as well as

It's not just the players who need to improve, it's the coaches as well. Coaches need to be brave, to take risks, to try new things, to be innovative. They need to be able to adapt to changing circumstances, to be able to make decisions quickly, to be able to communicate effectively. They need to be able to inspire their players, to be able to motivate them, to be able to lead them. They need to be able to win, to win at all costs.

Top Columnists

Sanderson looking for an extra 12%

ALAN Sanderson has been looking for an extra 12% in his salary. The 35-year-old has been in the market for a long time, but he has been unable to find a new club. He has been offered a contract by the RFU, but he has turned it down. He is looking for a club that can offer him a challenge, a club that can give him the opportunity to shine. He is looking for a club that can offer him a chance to win, a club that can give him a chance to be a star. He is looking for a club that can offer him a chance to be a legend.

Quins form partnership with Honda Heat

The Quins have formed a partnership with the Honda Heat. The partnership will see the Quins provide the Heat with a number of players, including some of their best. The Heat will provide the Quins with a number of players, including some of their best. The partnership is a win-win for both sides.

News

NATIONAL 2 NORTH	NATIONAL 2 EAST	NATIONAL 2 WEST
Bedfordshire 19-14 Bedfordshire	Bedfordshire 19-14 Bedfordshire	Bedfordshire 19-14 Bedfordshire
Bedfordshire 19-14 Bedfordshire	Bedfordshire 19-14 Bedfordshire	Bedfordshire 19-14 Bedfordshire
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Bedfordshire 19-14 Bedfordshire	Bedfordshire 19-14 Bedfordshire	Bedfordshire 19-14 Bedfordshire
Bedfordshire 19-14 Bedfordshire	Bedfordshire 19-14 Bedfordshire	Bedfordshire 19-14 Bedfordshire

Results

DEBENTURE Smith commits future to Warriors until 2026. The 26-year-old has signed a long-term contract with the club, ensuring his future with the team. He is a key player for the club and is expected to continue to perform well for many years to come.

Feature

Smith's backing Cov to get better

Debenure Smith has committed his future to the Warriors until 2026. The 26-year-old has signed a long-term contract with the club, ensuring his future with the team. He is a key player for the club and is expected to continue to perform well for many years to come.

'I've given everything I could to the game'

Ben Jackson has given everything he has to the game. He has worked hard, he has given his all, and he has never given up. He is a true professional and a true team player. He is a true warrior.

Ben Jackson's skills down to Stuart Hogg

Ben Jackson's skills as a player are down to Stuart Hogg. Hogg was his mentor, his teacher, his role model. He showed Ben how to play the game, how to be a professional, how to be a warrior. He showed Ben how to win, how to win at all costs.

Wales still hopeful for Faletau's return

Wales is still hopeful for the return of Gareth Faletau. The 35-year-old has been out of the game for a long time, but he is still a key player for the team. He is still a true warrior, and he is still a true professional.

Bernard takes reins of Ireland women

Bernard has taken the reins of the Ireland women's team. He has been in charge of the team for a long time, and he has led the team to many successes. He is a true leader, and he is a true warrior.

Young heads for exit following investigation

Several young players have been investigated for alleged misconduct. The investigation has found that they have broken the rules of the game, and they have been suspended. They will be expected to leave the club.

Cleall set for dual role at Harlequins

Cleall has been appointed to a dual role at Harlequins. He will be responsible for both the club and the national team. He is a true professional and a true team player.

We let everybody down out there, adrn

The team has let everybody down out there. They have not performed well, they have not won, they have not given their all. They have let down their fans, their supporters, their country.

Rugby Championship

De Beer signs to ease Cardiff's fly-half strife

De Beer has signed for Cardiff. He will be joining the club as a fly-half, and he is expected to ease the club's fly-half strife. He is a true professional and a true team player.

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Match Reports

All Blacks pull Wallabies apart

The All Blacks have pulled the Wallabies apart. They have won the match, and they have done so in a convincing manner. They have shown their class, their skill, their power.

Match Reports

Match Reports: A collection of reports from various matches, including the All Blacks vs Wallabies match. The reports provide a detailed account of the games, including the key moments, the key players, and the overall performance.

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The RUGBY Paper

THE BEST COVERAGE FROM ALL THE WEEKEND'S RUGBY

2023 CALENDAR



Rugby Calendar

Working closely with our army of top photographers, The Rugby Paper produces an annual calendar – your perfect opportunity to advertise with us 365 days a year!

Rugby Podcast

'The Rugby Paper' podcast is your ultimate backstage pass to the most captivating debates, controversies, highs and lows within the game.

The RUGBY Paper Podcast

Hosted by our team of seasoned rugby journalists alongside former and current greats of the sport, this riveting insider perspective that true fans crave with detailed insights, interviews and analysis of all the biggest stories and issues across the world of rugby.

'The Rugby Paper' podcast caters to all levels of rugby...from the Rugby World Cup and Six Nations to the domestic game and everything in between, keeping listeners up-to-date on the moments and decisions that shape the course of the rugby landscape.

Become a headline sponsor, or advertiser on the podcast to get your message in front of a vibrant community of rugby enthusiasts who make our podcast a weekly ritual.

Advertising opportunities

...Print Standard advert sizes



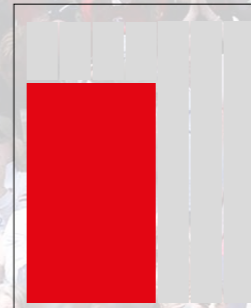
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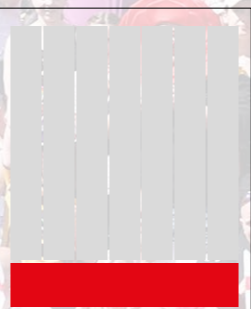
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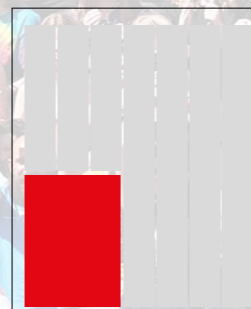
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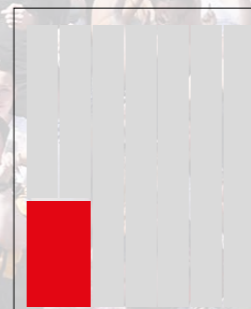
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£625



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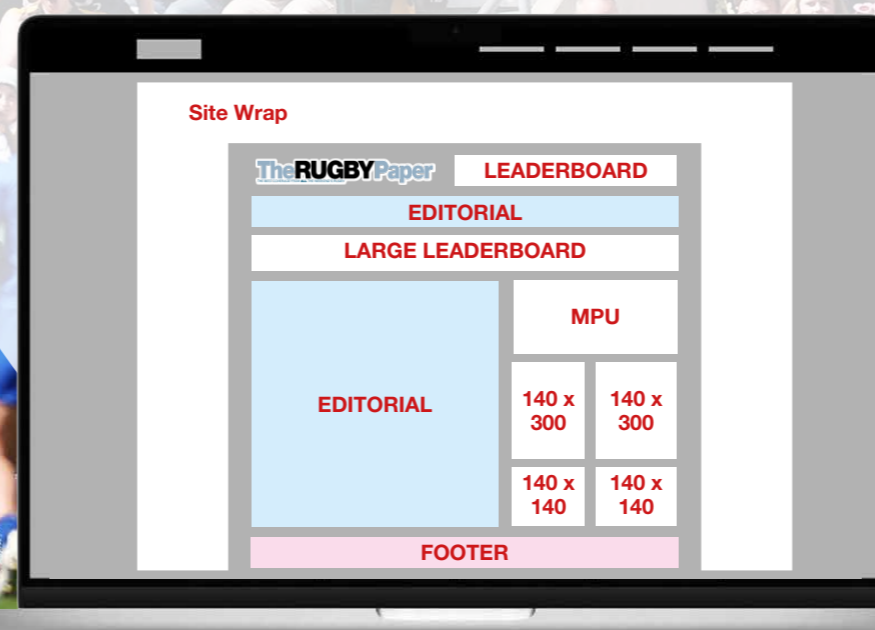
15x3
109mm wide x
150mm high
£335



12x2
72mm wide x
120mm high
£195



...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

CUSTOMISED

Native/Sponsored posts	POA
Social	POA
Newsletter	£125 per week

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Contact Sam Emery on 020 8971 4333 or email sam.emery@greenwayspublishing.com for more information and other ad sizes.

the CRICKET paper



Print
Digital
Social

the CRICKET paper
out EVERY Sunday
From Test match to village green

LONG ROOM LOUTS
MCC under fire for members' behaviour
pages 10-12

Darren Stevens: Finals
Day takes some beating
page 13

Mel Farrell: Steve Smith, superman
page 8

Derek Pringle: Leeds Test is yet another thriller
page 4

GAME ON!

Woakes puts England back in Ashes hunt
By Gary Fitzgerald
CHRIS Woakes is confident he and his team-mates will savour sweet success in Leeds today and get themselves right back in the Ashes hunt.

Grin it to win it: Chris Woakes took three wickets as Australia were all out for 224
PICTURE: Getty Images

DREAM TEAM
Stokes will be a winner 'if he is given chance to fail'

Colly faces quandary if he helps England to success

FAILURE WILL MAKE BEN STOKES GREAT!
Ben Stokes' young captain will be the key to success

New drugs 'could've saved' Maynard
Captain Broad may miss World T20

World t20

NO BOUNDARIES TO PRODUCTIVITY.

Keith Prowse
KEITHPROWSE.CO.UK/EDGBASTON

the CRICKET paper

From the Test Match to the Village Green....

The Cricket Paper is the UK's only all-cricketing weekly newspaper covering red and white ball matches around the world, from the elite level to the local village green.

One of the unique aspects of The Cricket Paper's coverage is its depth - with more than 60 match reports, round-ups from all 25 ECB county leagues plus comprehensive results, scorecards and tables.

Country, County, Club > Cricket Covered!

Attention, engagement & reach

Top line audience figures...



AUDIENCE PER ANNUM

184k



IMPRESSIONS PER ANNUM

4.8 million

Our audience: Fanatics, fans & followers



TWITTER

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WEBSITE

UNIQUE USERS

128k

IMPRESSIONS

193k



NEWSLETTER

SUBSCRIBERS

5.3k

OPEN RATE

38.7%

Audience profile

43.7%
UK BASED

68.3%
MALE

25%
ARE CLUB OFFICIALS

74.7%
AGED OVER 25

100%
TRUST THE CRICKET PAPER'S REPORTING

97.7%
RESPECT THE CRICKET PAPER'S REPORTING

40%
ATTEND EVERY WEEK DURING THE SEASON

28%
REGULARLY PLAY CRICKET

96%
REGULARLY WATCH CRICKET

90%
WATCH COUNTY CRICKET
52%
WATCH BELOW COUNTY CRICKET

Audience key interests

74.5%
WENT ON HOLIDAY

86%
PURCHASED GENERAL CLOTHING

65.3%
DONATE & PARTAKE IN CHARITY/FUNDRAISING EVENTS

67.3%
PURCHASED MUSIC

53.8%
BOUGHT MALE GROOMING PRODUCTS

66.7%
PURCHASED SPORTS MERCHANDISE, GIFTS AND MEMORABILIA

67.2%
BOUGHT SPORTS CLOTHING AND EQUIPMENT

65.6%
BOUGHT CONSUMER ELECTRONICS (eg. new TV)

50.6%
UNDERTOOK DIY

the CRICKET paper

Cricket in numbers

10.5 million Followers

2.5 million Players

1.1 million Attendees

42,000 Volunteers including 10,000 officials

6,500 Recreational cricket clubs

39 Cricket Boards (CCBs) delivering the recreational game locally

29 Premier Leagues forming the top tier of club cricket

20 National county clubs

18 First Class County Clubs (FCCs)

7 England Teams

DARREN STEVENS

HE WAS JUST A SCRAWNY KID, BUT YOU KNEW HE WAS SOMETHING PECIAL

Top Columnists

By Guy Williams

It's been a pleasure to watch Darren Stevens... He was just a scrawny kid, but you knew he was something special. The way he played, the way he thought... It's a shame that he's not playing anymore, but his legacy will live on.

There's some-Fin special about Yorks ace

News

By Guy Williams

Championship side and ace... There's something special about Yorks ace. He's not just a player, he's a character. His batting style is unique, and his leadership skills are top-notch.

Yohan's the man as Anne beat Penrith and weather

Results

By Guy Williams

ECB Premier Leagues... Yohan's the man as Anne beat Penrith and weather. The match was a classic, with both teams showing their best cricket.

EVER-EVOLVING MADSEN REVELS IN ITALIAN JOB

Interviews

By Guy Williams

Manchester Originals... Ever-evolving Madsen revels in Italian job. The Danish batsman has been in excellent form, and his performance in Italy was a real highlight.

Big-hitting Jordan gets Brave up and running

Interviews

By Guy Williams

Wales Fire Men... Big-hitting Jordan gets Brave up and running. The Welsh batsman has been a key player for his team, and his performance in the match was a real highlight.

Buttler shines but can't beat the rain

Match Reports

By Guy Williams

Manchester Originals... Buttler shines but can't beat the rain. The match was a classic, with both teams showing their best cricket.

All Levels... we have it covered



THE HUNDRED



the CRICKET paper

Advertising opportunities



...Print

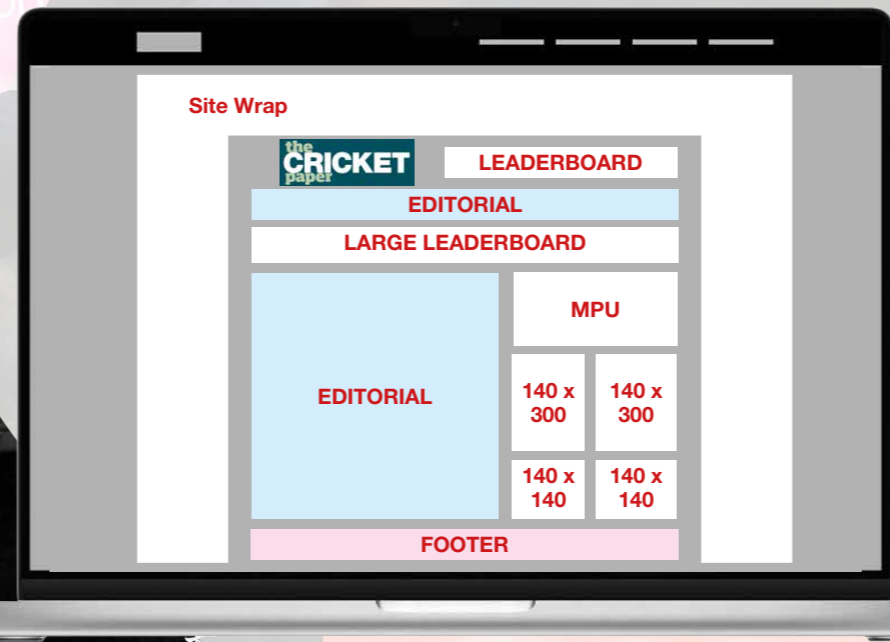
Standard advert sizes

FULL PAGE 259mm wide x 320mm high £1,250	HALF PAGE 259mm wide x 158mm high £800	20x4 147mm wide x 250mm high £625
FRONT STRIP 259mm wide x 50mm high £800	15x3 109mm wide x 150mm high £335	12x2 72mm wide x 120mm high £195



...Digital

Standard desktop & mobile sizes



STANDARD Desktop & Mobile Specs:

Site WRAP	Price on application
Leaderboard	£600
Large Leaderboard MPU	£600
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Native/Sponsored posts	POA
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ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME



Print
Digital
Social

THE NON-LEAGUE PAPER

ON SUNDAY/MONDAY THE ORIGINAL AND THE BEST

Issue No. 1210
Sunday
June 4, 2023
£2

INSIDE:
CURETON ON LIFE AS A GAFFER
AND NATIONAL LEAGUE REVIEW
PLUS MCQUOID: MY BIGGEST BATTLE

HATTERS' RAPID RISE TO PREM

HISTORY BOY: Luton Town's Pally Roddick Mponzu celebrates becoming the first player to go from Non-League to the Premier League with the same club - see pages 16-17

OUT OF THE PITS

Hednesford set to play on after

HEDNESFORD savour Hayden Dando says he couldn't stand by and watch 143 years of history go down the drain after a deal was struck to keep the

TOWN By Andy Mitchell they were resigning from the National League System following relegation from the Southern League Premier Central division. But Dando worked "around the clock" with close friend and outgoing chairman name Graham Jones, as well as ex-chairman and stadium owner Steve Peter and secretary Terry McMahon to fulfil

FA requirements and withdraw the club's resignation from Step 4. Dando told *The NLP*: "I am here until we find the right person. Point-blank, I am not going to allow 143 years of history to just disappear, and I could not have that on my conscience. I love football and that would have been horrible."

• FULL STORY SEE PAGE 9



THE NON-LEAGUE PAPER

ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME

The Non-League Paper is the only publication that covers the entire landscape of Non-League football – from the National League at the top of the Pyramid down to grassroots. It is the recognised authority on Non-League football. Established since 2000, as the pre-eminent publication dealing with the national game, The Non-League Paper reports on all of the weekend's match action from The National League down to Step 6, including the early rounds of the FA Cup, FA Trophy and FA Vase along with all the key news from across the game. The NLP is The UK's best-selling football publication on newsstands nationwide..

Attention, engagement & reach

Top line audience figures...



AUDIENCE PER ANNUM

804k



IMPRESSIONS PER ANNUM

32.9 million



TWITTER

FOLLOWERS

77.4k

IMPRESSIONS

29.4m



FACEBOOK

FOLLOWERS

14.6k

IMPRESSIONS

894k



(inc subs)

COPIES SOLD

788k

COPIES READ

1.2m



WEBSITE

UNIQUE USERS

683.7k

IMPRESSIONS

1.24m



NEWSLETTER

SUBSCRIBERS

5.7k

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OF FANS TRUST AND RESPECT

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64.2%
PURCHASED SPORTS MERCHANDISE, GIFTS AND MEMORABILIA



68.1%
BOUGHT CONSUMER ELECTONICS (eg. new TV)



54.9%
ASDASDASDASD ASDASDASDASD

Our audience: Fanatics, fans & followers



THE NON-LEAGUE PAPER

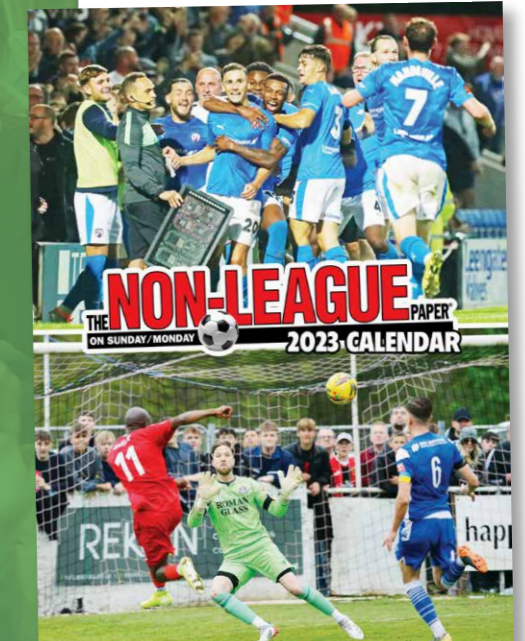


ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME

Steps 1-6... we have it covered



ISUZU THE PICK-UP PROFESSIONALS



NON-LEAGUE PAPER ON SUNDAY/MONDAY 2023 CALENDAR

NON-LEAGUE NUMBERS...

3 million

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

30,000

Clubs involved

1,000+

The number of football results in The Non-League Paper every Sunday

300

The number of match reports in The Non-League Paper every Sunday

No.1

Selling adult football title in the UK

Chris DUNLAVY
A FRESH TAKE ON FOOTBALL

A TEAM THAT TIME FORGOT

Top Columnists

FOLLOW THE NLP ON TWITTER @NONLEAGUEPAPER

ISTHMIAN LEAGUE

SHAUN AIMS TO RAISE BAR HIGH

BIRD IS FREE TO ADD A TOP TRIO

SAI AMIS

News

NATIONAL LEAGUE RESULTS

DIARY OF A GROUND HOPPER

Results

CLUB	PTS	W	D	L	GF	GA	GD
1. Luton	38	12	0	0	37	10	27
2. Wrexham	30	10	0	0	28	12	16
3. Nuneaton	27	9	0	0	25	15	10
4. Grays	27	9	0	0	25	15	10
5. Woking	27	9	0	0	25	15	10

NON-LEAGUE PYRAMID POSTER 2023-24

BUY IT IN YOUR LOCAL NEWSAGENT EVERY SUNDAY



ISUZU THE PICK-UP PROFESSIONALS NATIONAL GAME AWARDS 2022-23 NON-LEAGUE PAPER

National Game Awards

The Non-League Paper's prestigious and much celebrated end of season awards. We honour the great and good of the Non-League game. Become a sponsor of one of the awards and benefit from the significant media exposure with tailored news of award winners syndicated far and wide over TV and Radio, as well as national and regional press in addition to our own star coverage.

THE BIG INTERVIEW

KEVIN WILKIN

Buck stops with me, but we'll bounce back as one

Interviews

NATIONAL LEAGUE

DAGENHAM & R 1 vs WOKING 0

OLDHAM ATH 1 vs MIKE MAKES BOSS BEN WAIT FOR A FIRST WIN

ACE BANKS ON TOP SPIREITES

LINE-UPS

CHESTERFIELD 1 vs SOUTHEND UTD 1

ALDRSHOT TH 2 vs NO MERCY FOR MAHER IN A SHOTS FIGHTBACK

THE MONEY AS STRIKE IT RICH

ACQUAH'S WALKING ON WATER

BUT STONES ARE SUNK AGAIN

Match Reports

Calendars and Pyramid Posters

Working closely with our army of top photographers, The Non-League Paper produces an annual calendar – your perfect opportunity to advertise with us 365 days a year!

The Pyramid Poster is a much-loved league-by-league guide displaying the club allocations each season. It offers the perfect place for your brand to feature with posters hung on clubhouse, changing room and bedroom walls all over the country.

Advertising opportunities



Advertorials



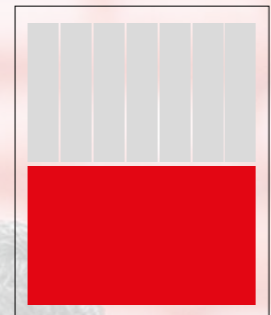
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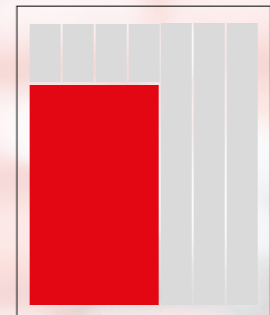
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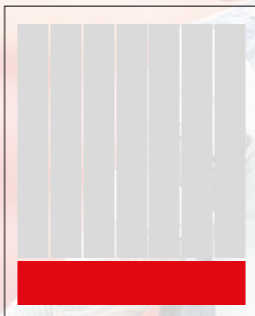
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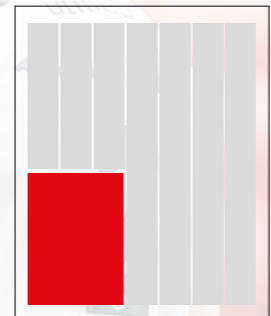
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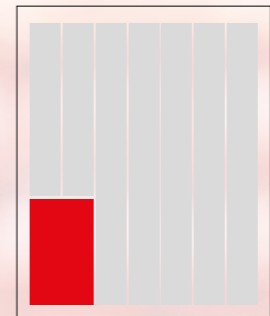
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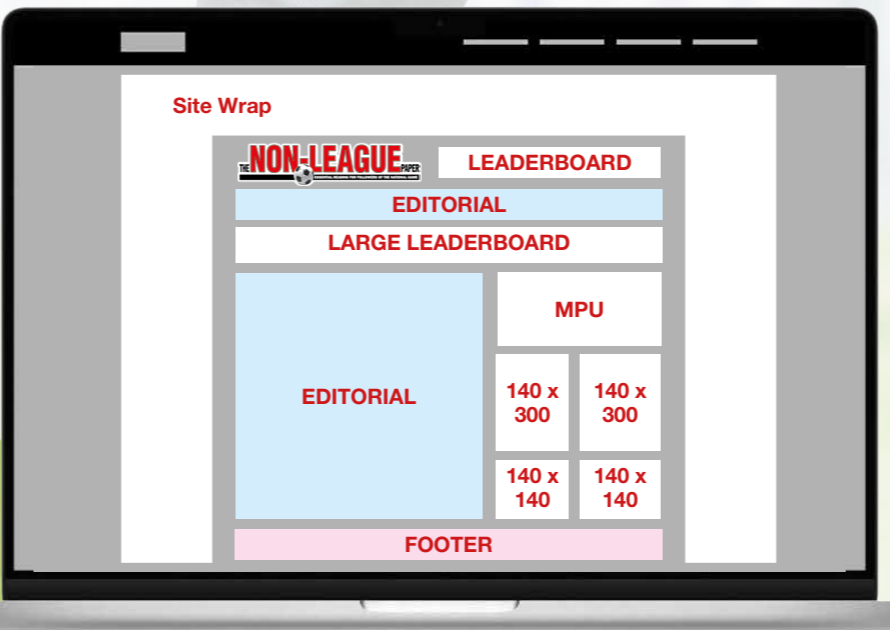


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Standard desktop & mobile sizes



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

CUSTOMISED

Native/Sponsored posts	POA
Social	POA
Newsletter	£125 per week

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The FOOTBALL LEAGUE Paper

THE ONLY PAPER FOR THE REAL FOOTBALL FAN



Print
Digital
Social



CHAMPIONS!

O's wrap up RICHIE 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. "We have certain individuals who have quality but we are a team." Rochdale have been relegated from the EFL after a 1-0 loss at Stockport, while Wrexham come the other way after beating Boreham Wood 3-1 to win the National League title. **FULL STORY - Page 32**



The FOOTBALL LEAGUE Paper

THE ONLY PAPER FOR THE REAL FOOTBALL FAN

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



FACEBOOK

FOLLOWERS

4.7k

IMPRESSIONS

11.5k



WEBSITE

UNIQUE USERS

52.4k

IMPRESSIONS

60.6k



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

The FOOTBALL LEAGUE Paper

THE ONLY PAPER FOR THE REAL FOOTBALL FAN

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

The RUGBY Paper

the CRICKET paper

THE NON-LEAGUE PAPER

The FOOTBALL LEAGUE Paper

LATE TACKLE

UK & IRELAND'S NO.1 RACING MAGAZINE! RACING AHEAD

English Football League... we have it covered



Our Columnists



Chris Dunlavy



Graham Westley



Guy Branston



Chris Hargreaves



David Connolly



Adam Virgo

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 worked as a pundit and presenter for various sports channels. He has a long history of writing and presenting football-related content.

HOME TIME CAN LET OWLS SOAR

RECORD MOVE TO COV JUST WRIGHT FOR ACE

Sheffield Wednesday's move to the new stadium in Hillsborough has been a success story for the club. The team has shown significant improvement in their performance since moving to the new ground.

HARLEE SO HAPPY TO SIGN FOR ROYALS...

CHAMPIONSHIP RESULTS

Harlee Roberts has signed for the Royals. The Championship results table shows the current standings of all clubs in the division.

GLENN & GILLS AIMING HIGH

Interviews

Interview with Glenn Hoddle and Gills. The two former players discuss their experiences and insights into the football world.

'WEAK' MAGPIES TAKEN APART

SUTTON UNITED 5

Sutton United's performance was criticized as 'weak' in their recent match. The article details the team's struggles and the impact of the defeat.

WOOD EYES BUILDING ON PRE-FOUNDATION

Match Reports

Wood eyes building on pre-foundation. The article provides a detailed match report on the game between Sutton United and Notts County.

AS DONS FLUFF

Match Reports

As Dons fluff. The article reports on the performance of the Dons in their recent match, highlighting their defensive errors.

The FOOTBALL LEAGUE Paper

THE ONLY PAPER FOR THE REAL FOOTBALL FAN

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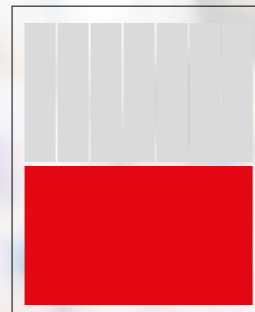


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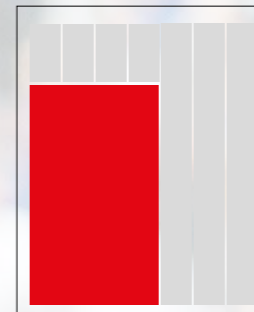
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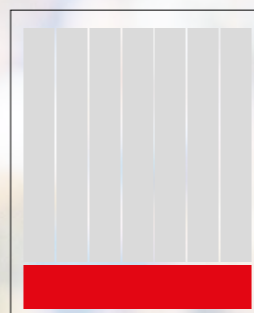
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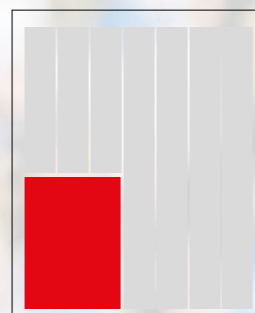
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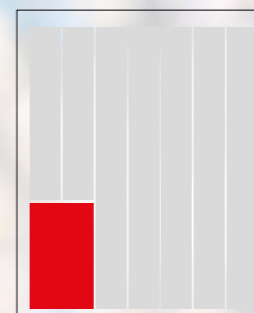
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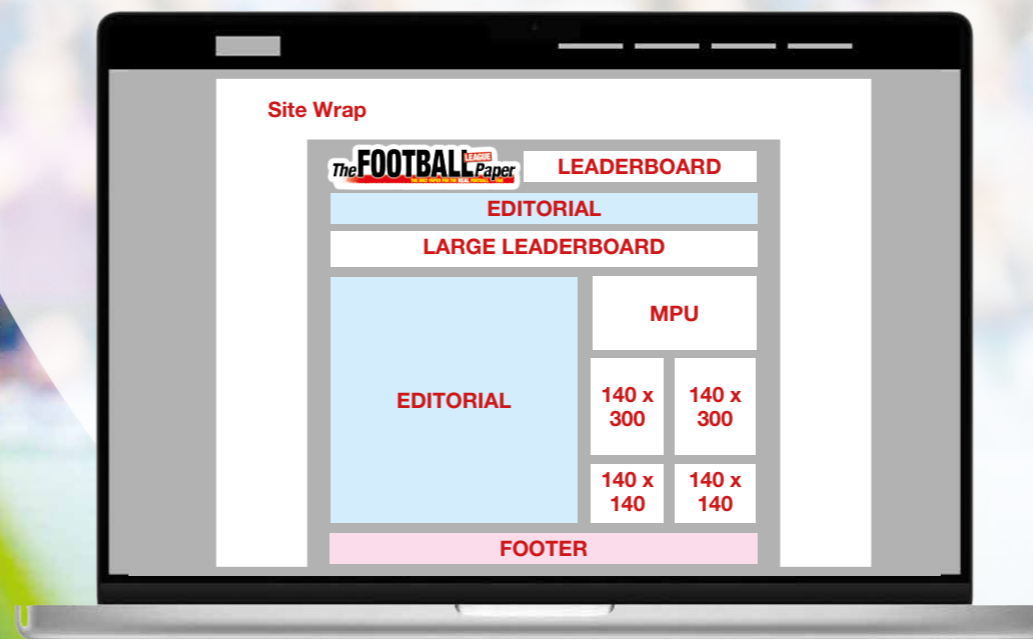


Branded Content



...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

CUSTOMISED

Native/Sponsored posts	POA
Social	POA
Newsletter	£125 per week

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The FOOTBALL LEAGUE Paper

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HOWSON: BORO LIFE IS GREAT

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SUPER RAVEL REVIVES RAMS

Morrison at the double

is back. 26.03.22

LATE TACKLE



Print
Digital
Social



LATE TACKLE

Late Tackle is the fans' football magazine with a bit of a kick!

It goes beyond the agenda-led reporting in the national media and covers subjects that fans care about. The magazine includes pieces from some of Britain's leading fanzines and internet blogs while contributions are also received from experienced national newspaper sports journalists.

Our audience: Fanatics, fans & followers



Attention, engagement & reach

Top line audience figures...



AUDIENCE
PER ANNUM

66.8k



IMPRESSIONS
PER ANNUM

224k



TWITTER

FOLLOWERS

5.1k

IMPRESSIONS

120k



FACEBOOK

FOLLOWERS

1.3k

IMPRESSIONS

9k



(inc subs)

COPIES SOLD

9.3k

COPIES READ

13.9k



WEBSITE

UNIQUE USERS

34k

IMPRESSIONS

46k



NEWSLETTER

SUBSCRIBERS

6.5k

OPEN RATE

39.6%

LATE TACKLE

Audience profile
72% UK BASED
83.6% AGED OVER 25
91.9% MALE



HARRY GAIN

LATE TACKLE EDITOR JOHN LYONS ON HARRY KANE'S DECISION TO QUIT TOTENHAM FOR THE BUNDESLIGA

Harry Kane's move to Bayern Munich has been a major talking point in football. In this feature, Editor John Lyons discusses the striker's decision to leave Tottenham for the Bundesliga. Lyons, who has known Kane since their school days, offers his perspective on the move and the challenges Kane will face in Germany.

Top Flight & International football



JON'S NON-LEAGUE ADVENTURE

IT'S TIME FOR CHANGE

Supporters call for reform over way game is run

Jonathan Sayer's journey from a professional footballer to a non-league player is the focus of this feature. Sayer discusses the challenges of playing in the non-league system and the impact of fan protests for reform. The article is part of a series titled 'Non-League'.

JOHN LYONS TALKS TO ASHTON UNITED CO-OWNER JONATHAN SAYER ABOUT WHAT IT'S REALLY LIKE TO RUN A NON-LEAGUE CLUB

John Lyons interviews Jonathan Sayer, co-owner of Ashton United, about the realities of running a non-league club. Sayer shares his experiences, the financial challenges, and the passion that drives him to continue in the sport.

KIERAN FOLLOWS IN FAMOUS FOOTSTEPS

ALAN AYRE EXAMINES KIERAN MCKENNA'S IPSWICH TOWN SUCCESS - AND THOSE OF HIS ILLUSTRIOUS PREDECESSORS

Alan Ayre explores Kieran McKenna's success at Ipswich Town, comparing him to the club's illustrious past players and managers. The article looks at McKenna's tactical approach and the club's resurgence in the Football League.

Football League

COVERING ALL ANGLES

Football and how to survive it, by Pat Nevin, published by Monoray, Price: £22

Pat Nevin's book 'Covering All Angles' provides a candid look at the football industry from the perspective of a former player and pundit. Nevin discusses the challenges of the game, from the pitch to the boardroom.

SPRINKLE OF MAGIC

A Sprinkle of Magic - Non-League Club, by Stephen Moore, published by Pitch Publishing, Price: £12.99

Stephen Moore's 'A Sprinkle of Magic' tells the story of a non-league club's journey to success. The book captures the spirit of the game and the dedication of the players and fans.

DOING ERNIE PROUD

Ernie Hewitt: Recollections of the Footballing Legend Ernie Moss, by Stephen Moore, published by Pitch Publishing, Price: £15.99

Stephen Moore's 'Doing Ernie Proud' is a tribute to the legendary non-league player Ernie Moss. The book shares memories and insights into Moss's career and his impact on the game.

BOOK REVIEWS

DOING ERNIE PROUD

Ernie Moss was a true legend of non-league football. Stephen Moore's book is a well-written and engaging tribute to a player who has inspired generations of fans. The book is available for £15.99.

BOOK REVIEWS

COVERING ALL ANGLES

Pat Nevin's 'Covering All Angles' is a must-read for anyone interested in the football industry. Nevin's candid and often humorous writing provides a unique perspective on the game. The book is available for £22.



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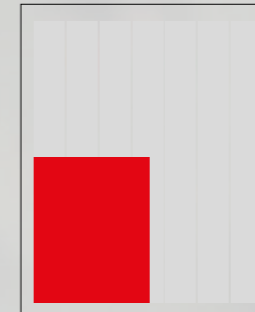
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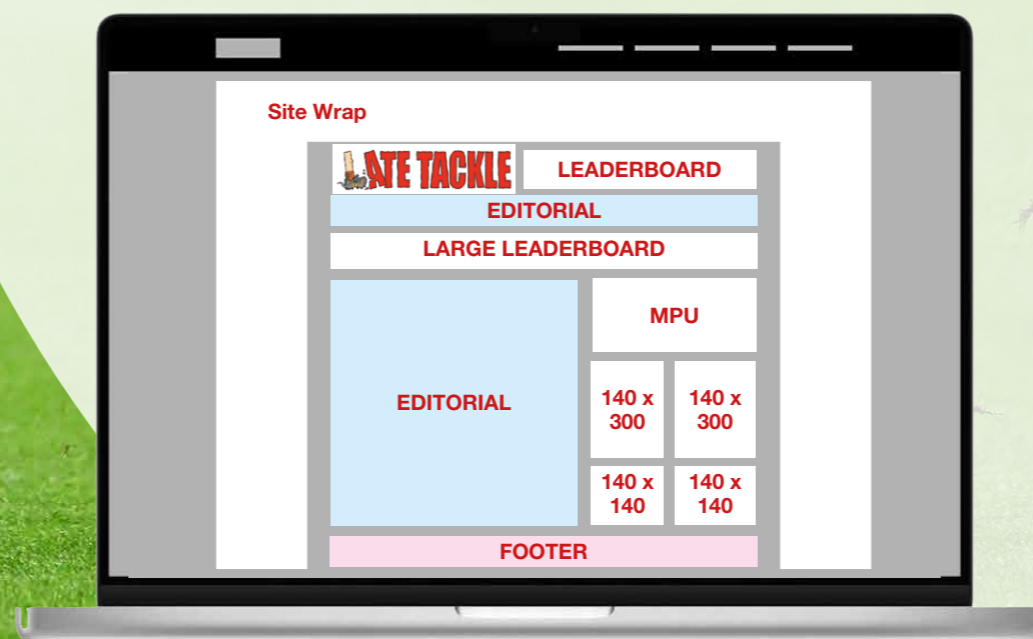


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Top line audience figures...

Racing Ahead is the UK and Ireland's best-selling horse racing monthly magazine.

Previewing the key races for the month ahead, as well as reports from our trusted scouts on the track, Racing Ahead is packed with interviews, big-race tips, horses to follow, systems and much more!

We have some of the best writers in the business, including Sky Sports Presenter Robert Cooper, Andrew Ayres of The Sun; one of Britain's best tipsters Paul Ferguson, and Timeform Radio regular Jeremy Grayson.

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



AUDIENCE PER ANNUM

47k



IMPRESSIONS PER ANNUM

580k



TWITTER

FOLLOWERS

2.7k

IMPRESSIONS

458k



FACEBOOK

FOLLOWERS

1k

IMPRESSIONS

6k



(inc subs)

COPIES SOLD

9.3k

COPIES READ

13.9k



WEBSITE

UNIQUE USERS

34k

IMPRESSIONS

46k



NEWSLETTER

SUBSCRIBERS

5.4k

OPEN RATE

28.4%

All the racing... we have it covered



Our Columnists



Robert Cooper



Paul Ferguson



Ben Morgan



Andy Newton



Karl Hedley



Paul Jacobs



Jeremy Grayson



Dave Youngman

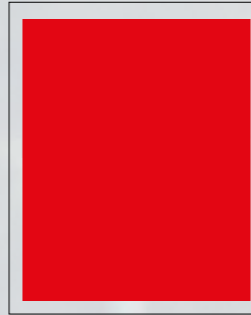
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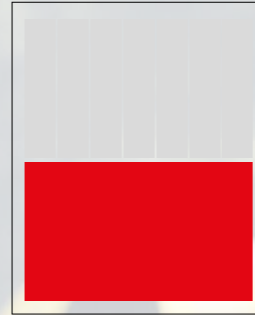


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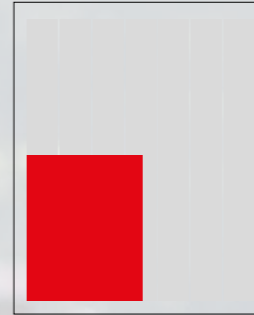
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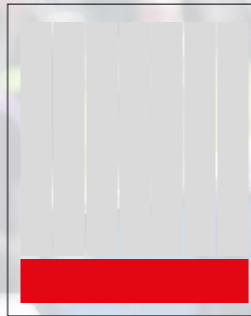
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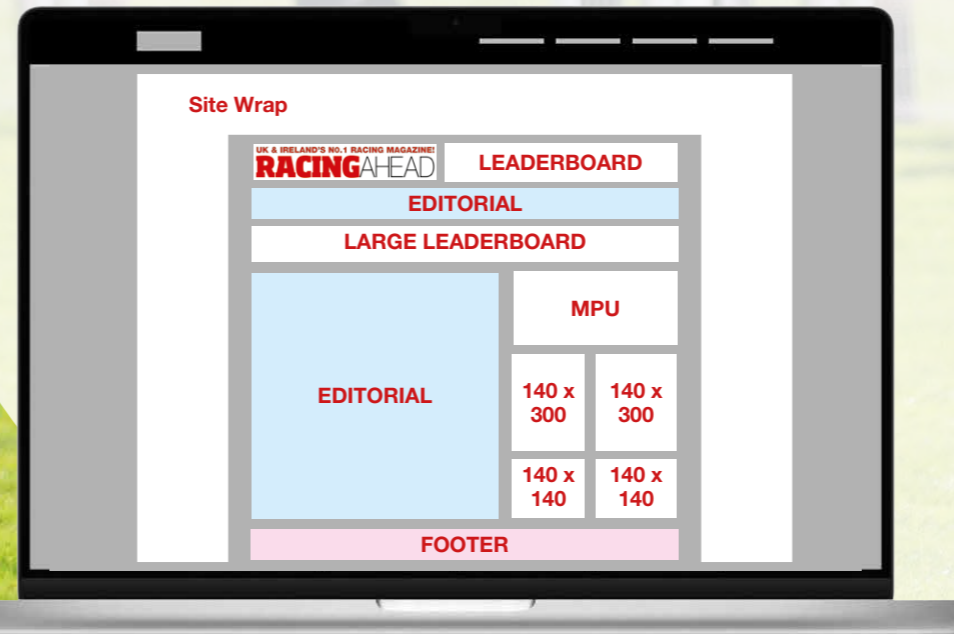
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50mm high
£150

...Digital

Standard desktop & mobile sizes



STANDARD Desktop & Mobile Specs:

Site WRAP	Price on application
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140 x 140	£200

CUSTOMISED

Native/Sponsored posts	POA
Social	POA
Newsletter	£125 per week

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RACING IN THE PICTURESQUE BACKDROP OF GAY PAREE

The French capital has so much to offer, including a memorable racing experience as Xander Brett explains

Advertorials

bursts of music herald the start of each race. A loyal chattering cheer swells as they push on each circuit, reaching a crescendo towards the finish line. The crowd is electric, the atmosphere is electric. It's a moment of pure joy, a moment of pure racing.

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THE NON-LEAGUE PAPER
ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME

LATE TACKLE

the CRICKET paper

The FOOTBALL Paper
THE ONLY PAPER FOR THE REAL FOOTBALL FAN

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RACING AHEAD