













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

TWITTER

FOLLOWERS

34k

IMPRESSIONS

10.6m



IMPRESSIONS PER ANNUM

11.3 million



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%

75.2% MALE

82.8% AGED OVER 25

Audience key interests



WENT HOLID



GENERAL CLOTHING









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(inc subs)

COPIES SOLD

287k

COPIES READ

430k











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...

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

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

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



Interviews





HARLEE SO HAPPY TO SIGN FOR ROYALS...

CHAMPIONSHIP RESULTS















Our Columnists





Chris Dunlavy Graham Westley





Chris Hargreaves





David Connolly







DAWES OPEN FOR NEW ERA





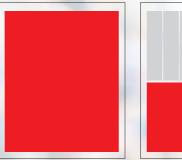


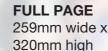




...Print

Standard advert sizes





FRONT STRIP

259mm wide x

50mm high

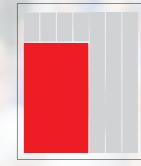
£800

£1,250



HALF PAGE 259mm wide x 158mm high

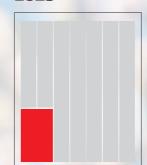
£800



20x4

147mm wide x 250mm high

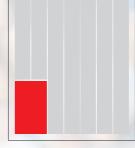
£625



109mm wide x 150mm high

£335

15x3



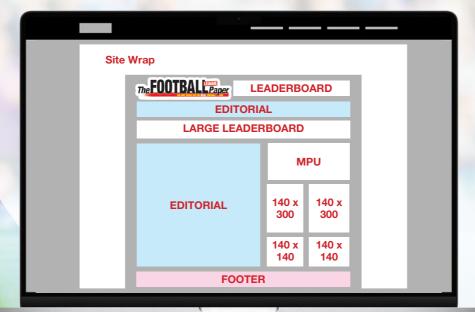
12x2 72mm wide x 120mm high

£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	P0
Social	PO
Newsletter	£125 per weel

DISCOUNTS:

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

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