

The FOOTBALL LEAGUE Paper

THE ONLY PAPER FOR THE REAL FOOTBALL FAN



Print
Digital
Social



The FOOTBALL LEAGUE Paper

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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

34k

IMPRESSIONS

10.6m



(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



DONATED OR PARTAKEN
IN CHARITY/FUNDRAISING
EVENTS



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)



ASDASDASD
ASDASDASDASD

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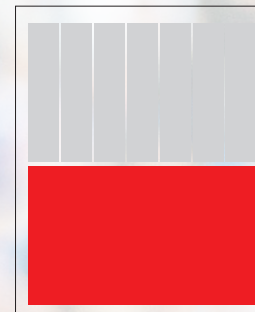
Advertising opportunities

...Print

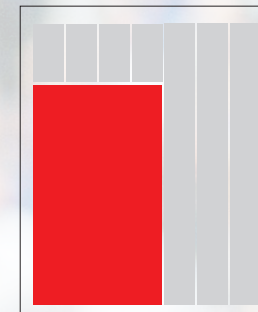
Standard advert sizes



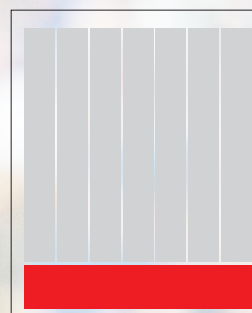
FULL PAGE
259mm wide x
320mm high
£1,250



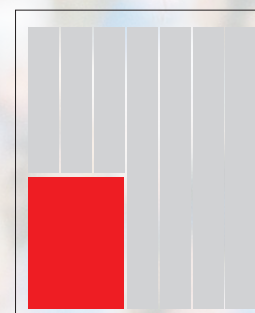
HALF PAGE
259mm wide x
158mm high
£800



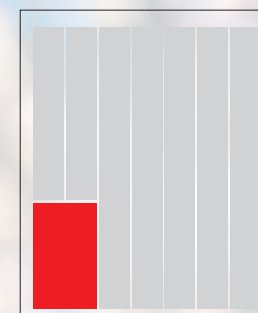
20x4
147mm wide x
250mm high
£625



FRONT STRIP
259mm wide x
50mm high
£800



15x3
109mm wide x
150mm high
£335



12x2
72mm wide x
120mm high
£195

Tactical Ad Placement

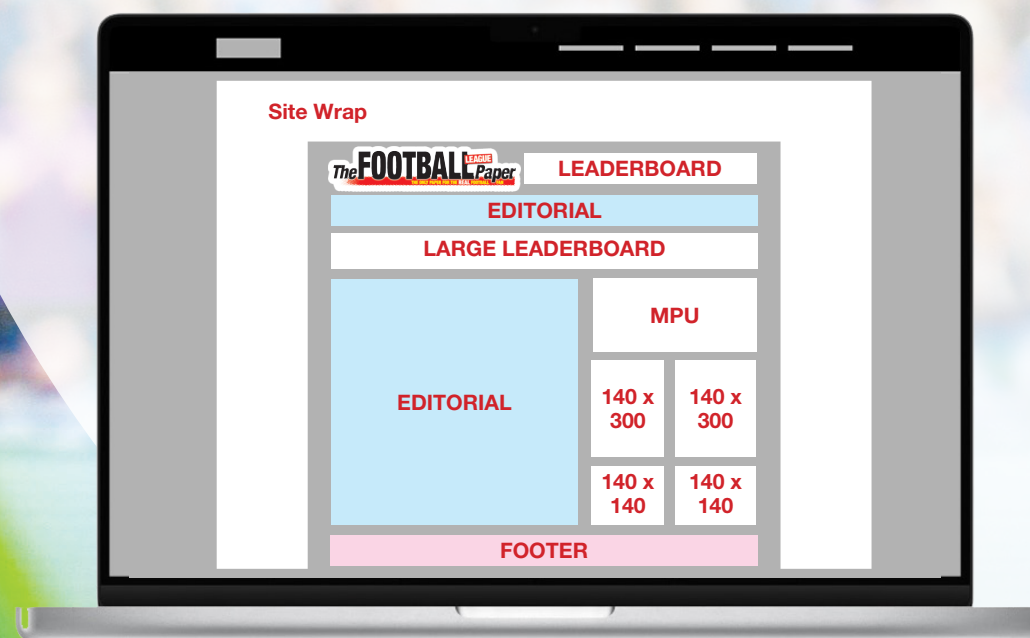


Branded Content



...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

CUSTOMISED

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

DISCOUNTS:

Rates can be discounted depending on level of activity.
Contact Sam Emery on 020 8971 4333 or email sam.emery@greenwayspublishing.com for more information and other ad sizes.

Advertorials

Sponsorship