

# Capturing the force of sport

Greenways Publishing the home of

THE **NON-LEAGUE** PAPER

The **FOOTBALL** PAPER

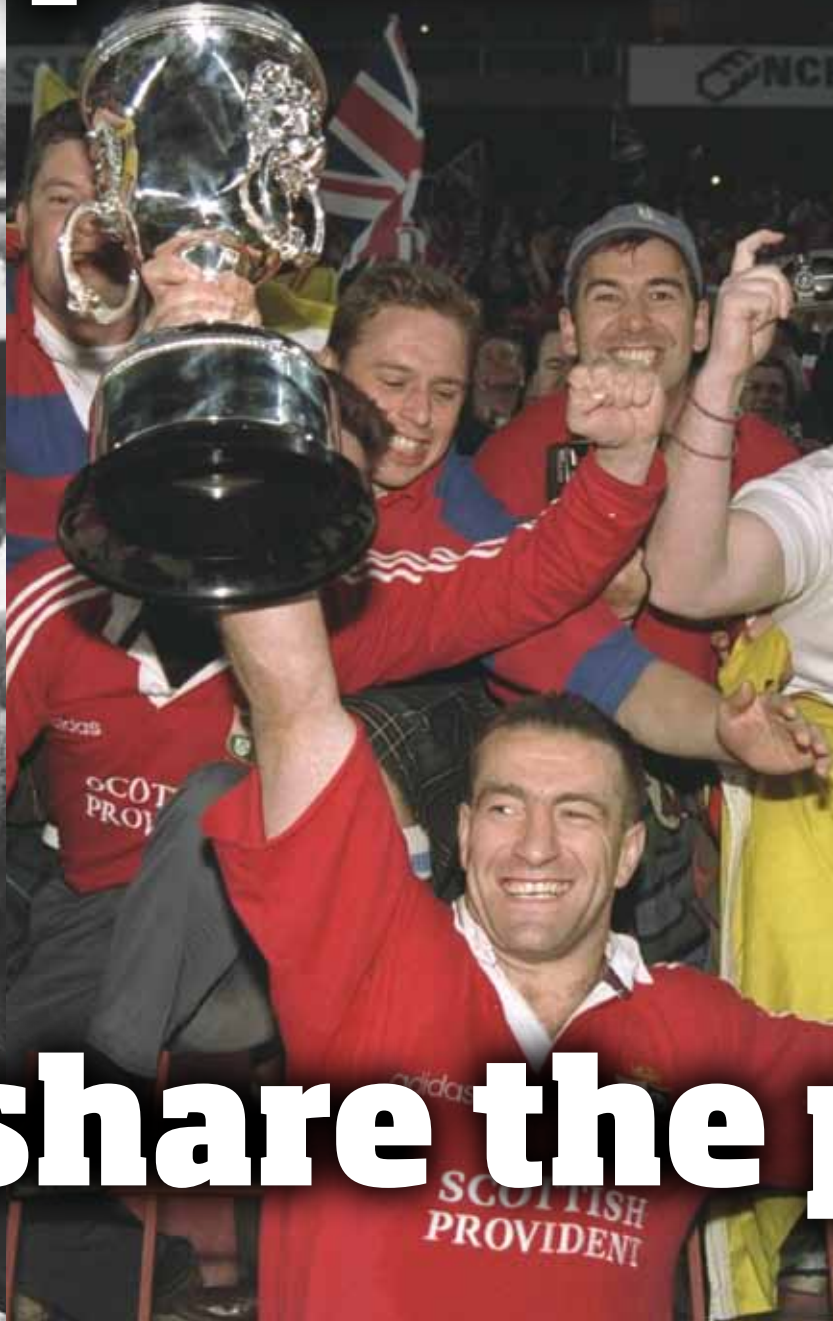
The **RUGBY** PAPER

THE **CRICKET** PAPER

LATE **TACKLE**



# feel the pride...



# share the passion



## **One Company: Five National Titles, print and digital**

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 paper they like, they show the same loyalty they display to their club.

Greenways Publishing taps into that passion with its four national titles: The Non-League Paper which covers all football outside the Football League down to grass-roots; The Rugby Paper with its unrivalled coverage of Rugby Union from elite level to county leagues, The Football League Paper, covering all 72 Football League clubs. And The Cricket Paper devoted to all areas from Test match to village green.

We also publish the fanzine Late Tackle, a football mag with a bit of kick!

All four newspapers can be in some 30,000 newsagents in England & Wales (plus 4,000 retailers for the The Rugby Paper in Ireland). The **combined news-stand sale of 60,000 copies per week**, or 3 million per year, reaches a weekly readership of more than 150,000.

## **CAPTURE YOUR MARKET:**

Win consumers' hearts and minds with Greenways Publishing

**Our titles are the biggest sellers in their field and offer advertisers and sponsors unique opportunities to reach a committed market.**





Big picture power on main news of day plus advertising strips available



**OFFICIAL NON-LEAGUE PAPER WEBSITE:**  
**www.thenonleaguefootballpaper.com**

Receiving 2.5 million hits a month in the season from 40,000 unique users.

800,000 hits in summer from 28,000 unique users

Updated every day



The only paper that covers Non-League football from top to bottom. Established since 2000 as the pre-eminent publication dealing with the national game below the Football League, covering football from the Conference Premier down to grass-roots.

**NON-LEAGUE NUMBERS...**

**3MILLION**

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

**30,000**

Clubs involved in Non-League football

**300**

The number of match reports in the Non-Leaguer Paper every Sunday

**1,000+**

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

**32,000**

Number of sales of the Non-League Paper every week

**No.1**

Selling adult football title in the UK

**DIGITAL EDITION**

A digital version of the NLP is available on-line on the Sunday morning of publication, complete with page-turning facility. Back numbers are also accessible with these editions. £15 for 12 editions, £28 for 24 and £48 for 48.

Just go to [www.thenonleaguefootballpaper.com](http://www.thenonleaguefootballpaper.com)





ONE COMPANY:  
FIVE NATIONAL TITLES

THE **NON-LEAGUE** PAPER

Readership surveys show the NLP is read by men of all ages between 18-85.

Women make up 4 per cent of the readership. The NLP is generally passed around club houses and team coaches, giving a readership of 3.8 per copy sold

**AUDIENCE PROFILE:**

Men aged 18-35: 24 per cent  
aged 36-45: 34 per cent  
aged 46-66: 26 per cent  
aged 66+: 11.5 per cent  
Women aged 18-80: 4.5 per cent

**84%** of readers are male aged 18-64

**83%** read most of the paper

**74%** have bought from mail order companies in last 6 mon ths

**63%** have at least one credit card

**58%** placed a sports bet in the last 3 months

**53%** have a mortgage

**44%** have taken a loan in last 3 months

**33%** bought football kit in the last 6 months



Leading match reports contain analysis, quotes, rated match teams and key stats

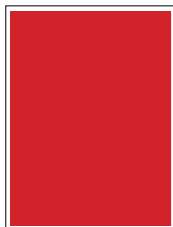
Stuart Hammonds column, a weekly look at the Non-League scene by the sport's most knowledgeable writer

Our unparalleled results service of eight pages each week ranges from highly-detailed sections for the top level leagues down to hundreds of tables and line results for minor leagues

Big Interview: In-depth talk with a topical figure. Left Field: all the latest transfer gossip



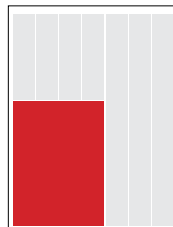
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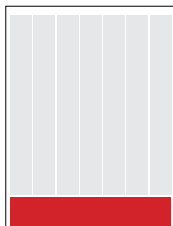
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**£1,596**



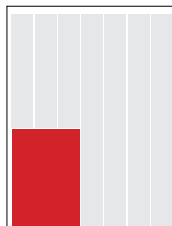
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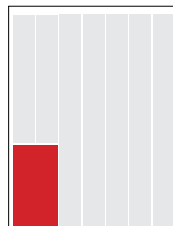
**20x4 ad**  
149mm wide x  
200mm high  
**£625**



**Front strip ad**  
263mm wide x  
50mm high  
**£800**



**15x3 ad**  
111mm wide x  
150mm high  
**£335**



**12x2 ad**  
73mm wide x  
120mm high  
**£195**

**Classified ad rates:** £7.50 per single column cm

## CUSTOMISED ADVERTS:

(Prices available upon request)

**Tactical ad placement**

**Advertorials**

**Club spotlights**

**Column/feature/event sponsorships**

**Branded content**

**Competitions**

### Discounts:

Rates can be discounted depending on level of activity. Contact Sam Emery on 020 8971 4337 or sam.emery@greenwayspubsihing.com for more information and more ad sizes



## NATIONAL GAME AWARDS

The Non-League Paper's National Game Awards are a unique celebration of all stratas of the Non-League Game.

Held this year at Stamford Bridge, they were attended by 80 of the leading figures from the game. There were 15 awards in all, ranging from Players and Managers of the year to a Fair Play award and special Long Service and Community Club recognition. The awards receive coverage in media throughout the UK plus a pictorial pull-out in The NLP



**Advertorials**

**Sponsorships**

**Branded content and tactical ad placement**

**Column sponsorship**







Front page power...single item subjects provide powerful, compelling images

#### DIGITAL EDITION

A digital version of The FLP is available on-line on the Sunday morning of publication, complete with page-turning facility. Back numbers are also accessible with these editions. £15 for 12 editions, £28 for 24 and £48 for 48.

Just go to [www.theleaguepaper.com](http://www.theleaguepaper.com)



The Football League Paper was launched in 2009 to offer fans of football outside the Premier League their own dedicated newspaper. It offers extensive coverage for all 72 League clubs with news, features and gossip plus comprehensive match reports.

#### FOOTBALL LEAGUE NUMBERS...

**17.9MILLION**

The number of people who attended Football League matches 2009-10

**9.9MILLION**

Number of people who attended Championship matches

**72**

The number of clubs in the Football League who have a full match report ever week in The FLP

**ONE**

The Football League Paper is the only national newspaper dedicated to the Football League

#### SALES:

**16,000** average, peaking at **22,000** at start and end of season. Average readership **63,200** based on 3.8 people reading each sold copy.



ONE COMPANY:  
FIVE NATIONAL TITLES

The **FOOTBALL** Paper

The Football League Paper is the publication for the true football fan. Forget the prawn sandwiches of the Premier League, this is down among the burgers and Bovril brigade. And they love to have their own dedicated newspaper

**AUDIENCE PROFILE:**

**88%**

male between ages 19-60

**38%**

are aged between 25-45

**12%**

Women readers

**81%**

Read most of the paper



In-depth  
analysis of  
a leading figure  
plus career  
fact file

One of the most  
highly read and  
controversial  
pages from one of  
the sport's most  
exciting young  
writers. Regular  
guest columnists  
are also employed

Analysis, ball  
by ball play,  
quotes and  
key stats. Plus  
player-  
by-player  
ratings

Selecting  
a subject in  
the news and  
providing  
a sparkling  
conversation

A weekly look  
at the lighter  
side of football  
plus gossip and  
revelation





#### Sponsorships



#### Branded content



#### Branded competitions



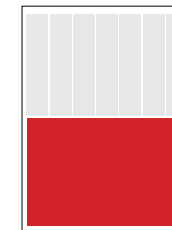
**ONE COMPANY:  
FIVE NATIONAL TITLES**

**The FOOTBALL LEAGUE Paper**

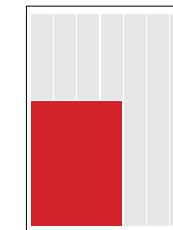
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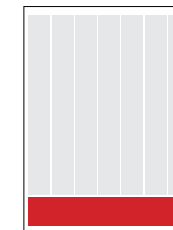
**Full page ad**  
263mm wide x  
321mm high  
**£1,596**



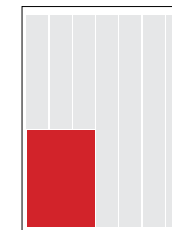
**Half page ad**  
263mm wide x  
158mm high  
**£960**



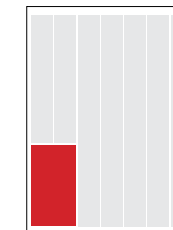
**20x4 ad**  
149mm wide x  
200mm high  
**£625**



**Front strip ad**  
263mm wide x  
50mm high  
**£800**



**15x3 ad**  
111mm wide x  
150mm high  
**£335**



**12x2 ad**  
73mm wide x  
120mm high  
**£195**

**Classified ad rates:** £7.50 per single column cm

#### CUSTOMISED ADVERTS:

(Prices available upon request)

**Tactical ad placement**

**Advertorials**

**Club spotlights**

**Column/feature/event sponsorships**

**Branded content**

**Competitions**

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**OFFICIAL  
RUGBY PAPER  
WEBSITE:**  
**[www.rugbypaper.co.uk](http://www.rugbypaper.co.uk)**

The Rugby Paper website contains selected items from the weekly newspaper plus regular updates of breaking news around the world

The Rugby paper produces three editions each week for England, Wales and Ireland with separate, distinctive front pages

#### DIGITAL EDITION

A digital version of The RP is available on-line on the Sunday morning of publication, complete with page-turning facility. Back numbers are also accessible with these editions. £15 for 12 editions, £28 for 24 and £48 for 48.

Just go to [www.therugbypaper.co.uk](http://www.therugbypaper.co.uk)

**ONE COMPANY:  
FIVE NATIONAL TITLES**

# TheRUGBYPaper

The Rugby Paper sells an average of **17,792** copies each week (ABC certified July 2011 to December 2011) making it the largest selling rugby publication in the UK. Each copy is read by 3.8 people giving a **weekly readership of 67,000** or 3.5m a year



# 82%

Male readership 18-65

# 11%

Women readers

# 7%

over 65

# 68%

ABC1 readership

# 42%

Regularly attend games





Match spreads contain analysis, quotes, stats and stunning pictures

Unparalleled results service from the Aviva Premiership, RaboDirect Pro12 and Championship down to county leagues

Blindside: Our weekly look at player movement which has provided some spectacular exclusives followed up by national newspapers



Wasps young star Christian Wade is a guest columnist along with George Chuter, Martin Bayfield, Jamie George, Peter Richards and former England women's captain Sue Day



**ONE COMPANY:  
FIVE NATIONAL TITLES**  
**TheRUGBYPaper**

The Rugby Paper, launched in 2008, covers Rugby Union from international level down to grass roots with comprehensive match reports, photographs from award-winning agency Getty Images, interviews, news and special features like Dream Team, Young Guns, My Life in Rugby and sections for schools, universities and women's rugby

**STAR COLUMNISTS:**



Our star-studded line-up of columnists includes England's former prince of centres Jeremy Guscott, record-breaking prop Jeff Probyn and Fleet Street greats Nick Cain and Peter Jackson.



**MAGAZINES**

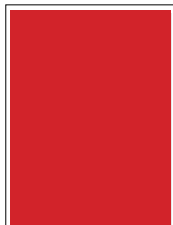
The Rugby Paper produced a 132-page glossy magazine for the 2011 World Cup which was nationally acclaimed. A similar magazine is planned to preview the British and Irish Lions tour to Australia in 2013.



ONE COMPANY:  
FIVE NATIONAL TITLES

# TheRUGBYPaper

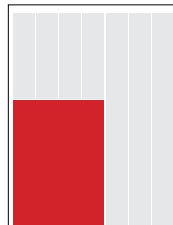
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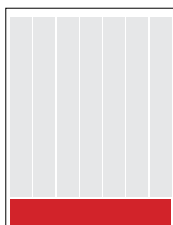
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321mm high  
**£1,596**



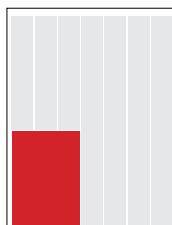
**Half page ad**  
263mm wide x  
158mm high  
**£960**



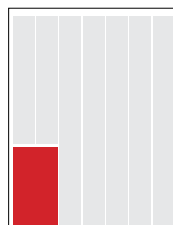
**20x4 ad**  
149mm wide x  
200mm high  
**£625**



**Front strip ad**  
263mm wide x  
50mm high  
**£800**



**15x3 ad**  
111mm wide x  
150mm high  
**£335**



**12x2 ad**  
73mm wide x  
120mm high  
**£195**

**Classified ad rates:** £7.50 per single column cm

## CUSTOMISED ADVERTS:

(Prices available upon request)

**Tactical ad placement**

**Advertorials**

**Club spotlights**

**Column/feature/event sponsorships**

**Branded content**

**Competitions**

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**Advertorials**



**Club spotlights**



**Tactical ad placements**



**Branded columns**



**Branded content**



**Column sponsorship**



**Competitions**







Big picture  
power on main  
news of day  
plus advertising  
strips available

#### DIGITAL EDITION

A digital version of The Cricket Paper is available on-line on the Wednesday morning of publication, complete with page-turning facility. Back numbers are also accessible with these editions. Subscriptions cost £15 for 12 editions, £28 for 24 and £48 for 48.

Just go to [www.thecricketpaper.com](http://www.thecricketpaper.com)

ONE COMPANY:  
FIVE NATIONAL TITLES

# the CRICKET paper

The Cricket Paper, which launched on May 16 2012 is the only national weekly paper covering cricket from Test match to village green. It is available every Wednesday, priced £1.50 at newsagents and supermarkets throughout England and Wales and is on sale until the following Saturday.

Michael Holding

#### VIEW FROM INSIDE THE GAME...

David Lloyd

Word of the new paper quickly spread and we even got a seal of approval from David 'Bumble' Lloyd and Michael Holding in the Sky Sports commentary box at Lord's. Bumble said: "Have you seen this Cricket Paper? It's a good effort with good articles and lots on the amateur level." Holding added: "It's good to see a paper not just dedicated to the international game. Those guys below need a bit of exposure." It all left Phil Tufnell stumped though. Bumble told his army of Twitter followers: "Tuffers has just said, 'there's a lot of cricket in this paper.' Cat, that's why it's called The Cricket Paper!"



**ONE COMPANY:  
FIVE NATIONAL TITLES**

the  
**CRICKET**  
paper

The nations' summer game is thriving throughout the country with fans flocking to Test matches and Twenty20

**CRICKET NUMBERS...**

**2.5MILLION**

The number of people estimated to be playing cricket in the United Kingdom

**15,000**

Cricket clubs throughout the United Kingdom

**18**

Top class counties

**ONE**

World ranking of the England team at the start of the 2012 season

**STAR COLUMNISTS:**



Our star-studded line-up of columnists is led by Mail on Sunday doyen Peter Hayter, former England wicketkeeper Paul Nixon and Somerset batting sensation Nick Compton.



**Results section  
with batting  
and bowling  
averages  
from County  
Championship,  
CB40 and t20**

**Extensive  
coverage of  
the County  
Championship  
with day-by-day  
accounts, full  
scoreboards**

**Results and  
round-ups  
from all 26 ECB  
Premier Leagues  
plus Bradford  
and Lancashire  
Leagues. News and  
features from all**

**Third Man page  
takes a look  
at the more  
off-beat stories  
from the world  
of cricket**

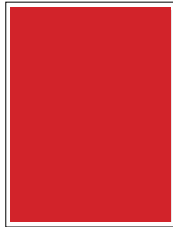




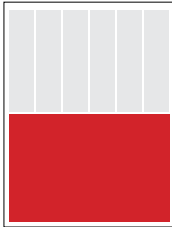
ONE COMPANY:  
FIVE NATIONAL TITLES

the  
**CRICKET**  
paper

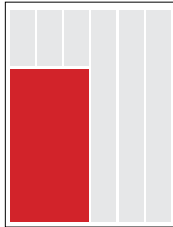
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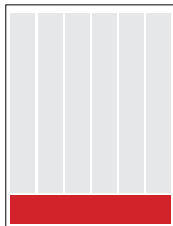
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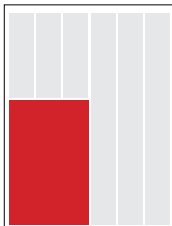
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**£750**



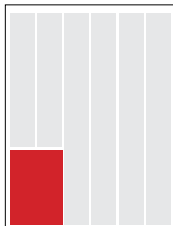
**25x3 ad**  
129.5mm wide x  
250mm high  
**£560**



**Front strip ad**  
263mm wide x  
50mm high  
**£600**



**20x3 ad**  
129.5mm wide x  
200mm high  
**£450**



**12x2 ad**  
85mm wide x  
120mm high  
**£180**

**Classified ad rates:** £5 per single column cm

#### CUSTOMISED ADVERTS:

(Prices available upon request)

**Tactical ad placement**

**Advertorials**

**Club spotlights**

**Column/feature/event sponsorships**

**Branded content**

**Competitions**

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Full page ads

Column sponsorship

Tactical ad placement

Promotional offers





ONE COMPANY:  
FIVE NATIONAL TITLES

# LATE TACKLE

Late Tackle is the fan's football magazine with a bit of a kick, priced at £2.99, and published every six weeks. 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.

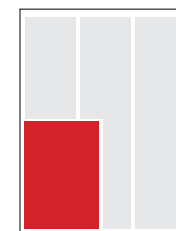
## STANDARD ADVERT SIZES:



**Full page ad**  
208mm wide x  
280mm high  
**£400**



**Half page ad**  
208mm wide x  
138.5mm high  
**£250**



**Quarter page ad**  
90mm wide x  
124mm high  
**£150**

## CUSTOMISED ADVERTS:

(Prices available upon request)

- Tactical ad placement**
- Club spotlights**
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