



Capturing the passion of sport



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

TheRUGBYPaper
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



FACEBOOK

FOLLOWERS

41,800

IMPRESSIONS

2.2m



NEWSLETTER

SUBSCRIBERS

33,200

OPEN RATE

34.1%

**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
By PETER JACKSON

From BEN JAYCOCK 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 Premier ship title since 2019.

In a see-saw thriller at Twickenham, Saracens pulled away in the final quarter with tries by Ivan 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 loss of the Championship was followed by a gut wrenching last-minute loss to Leicester Tigers in last year's final but Farrell was delighted that Saracens had utilised their time around the "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

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 it.

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 Jonny Ross was proud of the journey he's on and how the club have utilised their time around the "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



Match report - Page 8

CARDIFF are involved in a stand-off with the Welsh Rugby Union over their bid to sign a stand-off from South Africa, Tinus 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, uncapable, 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 £2m. A club mourning the death of its perennial saviour, Peter Thomas, cannot afford to bring Rhys Priestland back.

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

Our audience: Fanatics, fans & followers



Attention, engagement & reach

Top line audience figures...



AUDIENCE
PER ANNUM

1.1 million



IMPRESSIONS
PER ANNUM

33.4 million



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



69%
WENT ON
HOLIDAY



54%
BOUGHT MALE
GROOMING PRODUCTS

63%

DONATED OR PARTAKEN
IN CHARITY/FUNDRAISING
EVENTS



56%
PURCHASED MUSIC



58%
BOUGHT CONSUMER
ELECTRONICS (eg. new TV)



60%
PURCHASED SPORTS
MERCHANDISE, GIFTS AND
MEMORABILIA



74%
PURCHASED SPORTS
CLOTHING & EQUIPMENT



55%
UNDERTOOK DIY

Advertising opportunities

Advertorials



...Print Standard advert sizes



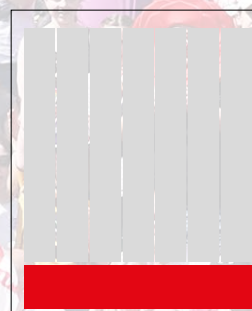
FULL PAGE
259mm wide x
320mm high
£1,250



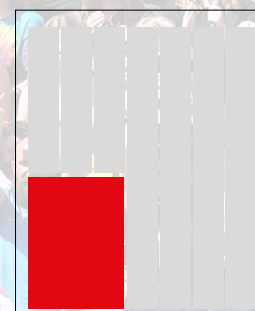
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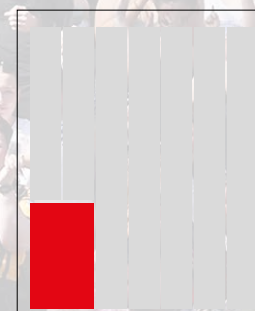
20x4
147mm wide x
250mm high
£625



FRONT STRIP
259mm wide x
50mm high
£800



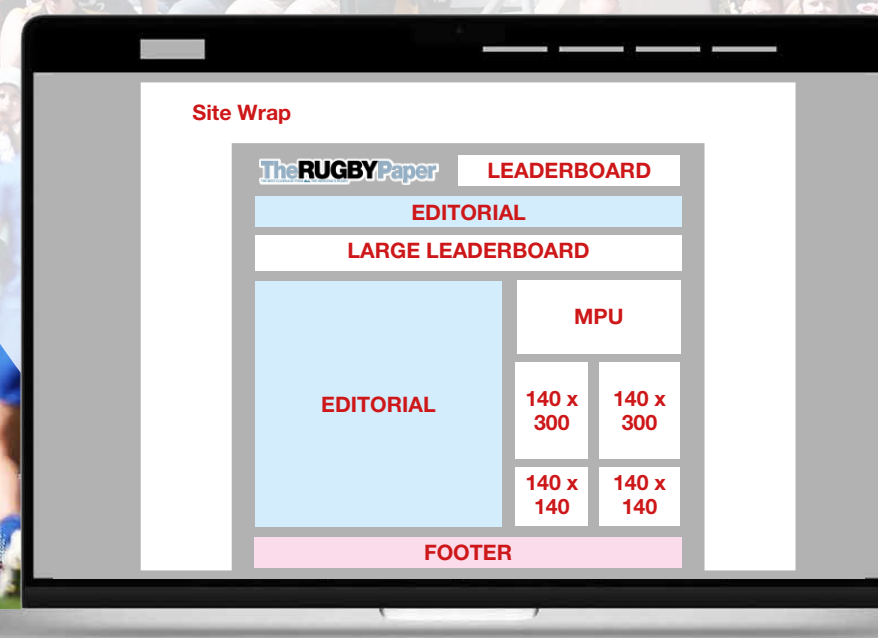
15x3
109mm wide x
150mm high
£335



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
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 Graham Wright on 0845 6380 704 or email graham.wright@greenwayspublishing.co.uk for more information and other ad sizes.

the CRICKET paper



Print
Digital
Social



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!

Our audience: Fanatics, fans & followers



Attention, engagement & reach

Top line audience figures...



AUDIENCE
PER ANNUM

184k



IMPRESSIONS
PER ANNUM

4.8 million



TWITTER

FOLLOWERS

40.8k

IMPRESSIONS

4.4m



(inc subs)

COPIES SOLD

82.4k

COPIES READ

123.7k



WEBSITE

UNIQUE USERS

128k

IMPRESSIONS

193k



FACEBOOK

FOLLOWERS

4.1k

IMPRESSIONS

18.2k



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

50.6%
UNDERTOOK DIY

65.6%
BOUGHT CONSUMER
ELECTRONICS (eg. new TV)

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

the CRICKET paper

Advertising opportunities



Walking among giants

Scott Oliver looks back on when the player commonly recognised as the greatest all-rounder ever to play the game moved in to club cricket

Advertorials

THE GRUMBLER

AS BUTCH SAID... 'ON TO A NEW FRONTIER'

Sponsorship

the CRICKET paper

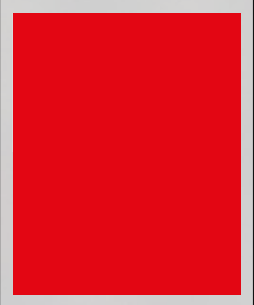
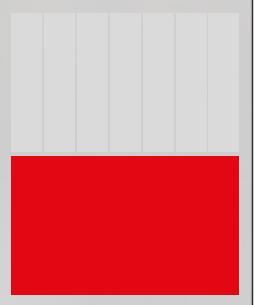
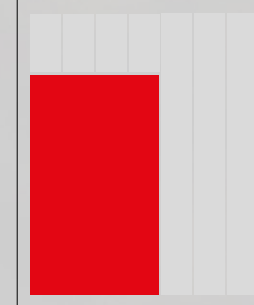
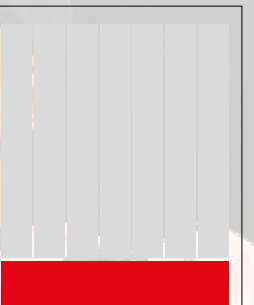
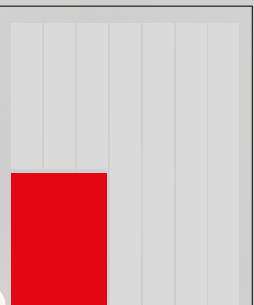
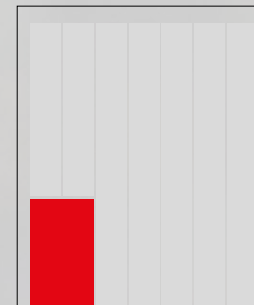
Scotland ace Calum harbours the Daddy of all ambitions

HUNDRED

OFFICIAL 2021 HOSPITALITY FOR THE HUNDRED

...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

the CRICKET paper

THE PADS ARE BACK ON! Get set for an Ashes to remember

HERE COMES THE SUMMER

Tactical Ad Placement

AN EPIC CRICKET LINE-UP

Enjoy exciting cricket, exceptional hospitality and no spin day out this summer, courtesy of the experience experts - Keith Prowse.

PAUL NIXON

EFFECT OF MODERN OVERSEAS STARS IS LIMITED

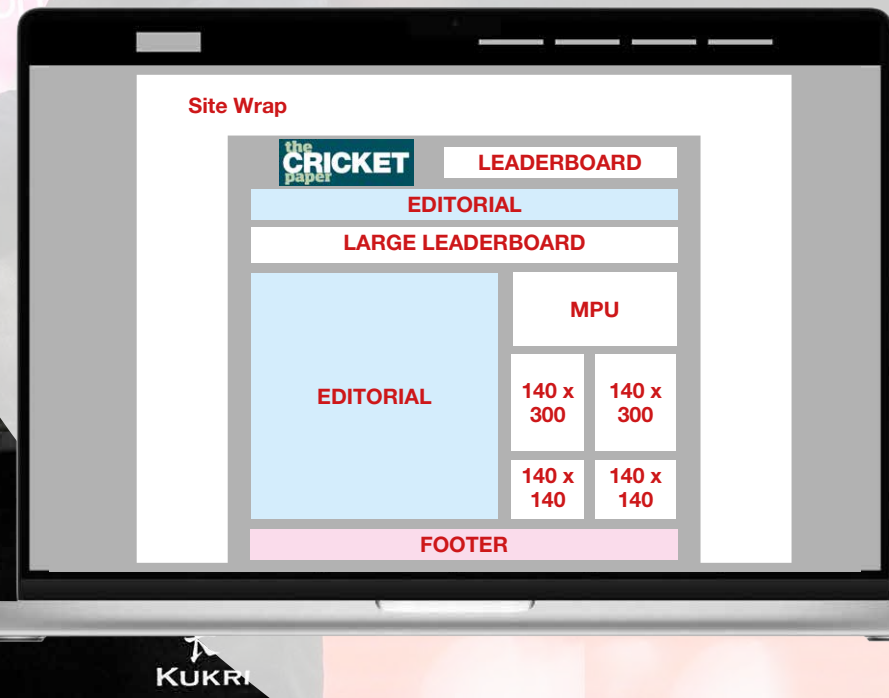
Branded Content

ENGLISH PUBLIC WILL ADORE AFGHAN KHAN

PLAY AGAINST INTERNATIONAL CRICKETERS

...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.

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THE NON-LEAGUE PAPER

ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME



Print
Digital
Social



OUT OF THE PITS

Hednesford set
to play on after

HEDNESFORD
saviour Hayden Dando
couldn't stand by and
watch 143 years of history
go down the drain after a
deal was struck to keep the
club in the NLP.

TOWN
By Andy Mitchell
Dando told The NLP: "I am
not going to allow 143 years
of history to just disappear.
I could not have that on my
conscience. I love football
and that would have been
horrible."

FA requirements and with-
draw the club's resignation
from Step 4.
Dando told The NLP: "I am
not going to allow 143 years
of history to just disappear.
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

OPEN RATE

31.2%

Audience profile

83%
UK BASED

82.3%
MALE

96%
OF FANS TRUST
AND RESPECT

88%
AGED OVER
25

90%
REGULARLY
ATTEND

22.3%
REGULARLY
PLAY

18.3%
ARE CLUB
OFFICIALS

Audience key interests



79.2%
WENT ON
HOLIDAY



85.3%
PURCHASED
GENERAL
CLOTHING



73.4%
DONATED OR PARTAKEN
IN CHARITY/FUNDRAISING
EVENTS



71.4%
BOUGHT SPORTS
CLOTHING AND
EQUIPMENT



69%
PURCHASED MUSIC



59.9%
BOUGHT MALE
GROOMING PRODUCTS



50.3%
PLACED BETS



64.2%
PURCHASED SPORTS
MERCHANDISE, GIFTS AND
MEMORABILIA



68.1%
BOUGHT CONSUMER
ELECTRONICS (eg. new TV)



54.9%
ASDASDASD
ASDASDASD

Our audience: Fanatics, fans & followers



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

the CRICKET paper

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

The FOOTBALL LEAGUE Paper
THE ONLY PAPER FOR THE REAL FOOTBALL FAN

LATE TACKLE

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

THE NON-LEAGUE PAPER

ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME

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-Leaguer Paper every Sunday

No.1

Selling adult football title in the UK



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

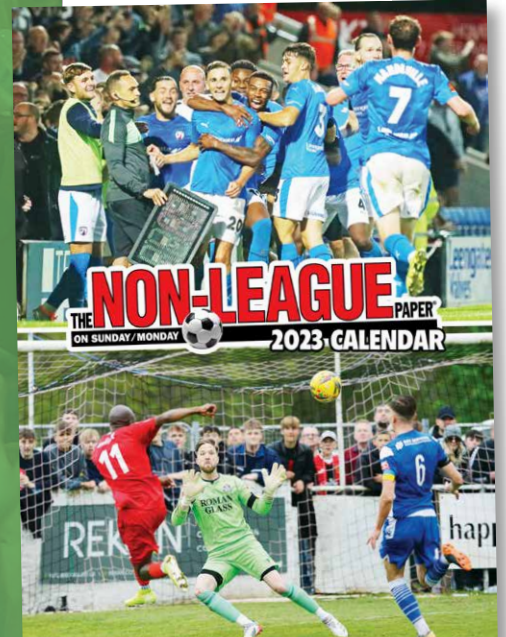
the CRICKET paper

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

Steps 1-6... we have it covered



ISUZU
THE PICK-UP PROFESSIONALS



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.

Chris DUNLAVY
A FRESH TAKE ON FOOTBALL

A TEAM THAT TIME FORGOT

Top Columnists

Chris Dunlavy is a former professional footballer who has written for the paper since 2011. He is a former player for Luton Town and has been a regular contributor to the paper's 'Top Columnists' section. He has written numerous articles on the history of the game and the challenges faced by non-league clubs.

ISTHMIAN LEAGUE

SHAUN AIMS TO RAISE BAR HIGH

BIRD IS FREE TO ADD A TOP TRIO

Shaun, who has been a regular contributor to the paper's 'Isthmian League' section, has written an article about a player who has been released from a club and is looking to join a new team. The article discusses the challenges faced by players in this situation and the importance of finding a new club that can provide them with the opportunity to continue their career.

NATIONAL LEAGUE RESULTS

Results

A detailed table of National League results, including the names of the clubs, the scores, and the dates of the matches. The table is organized by league and includes a 'Team of the Day' section at the bottom.

THE BIG INTERVIEW

KEVIN WILKIN

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

An interview with Kevin Wilkin, a former professional footballer and current manager of a non-league club. The interview discusses his career, his current role, and his plans for the future. It also includes a section on the challenges faced by non-league clubs and the importance of community support.

NATIONAL LEAGUE

ACE BANKS ON TOP SPIREITES

MIKE MAKES BOSS BEN WAIT FOR A FIRST WIN

A match report from the National League, featuring a detailed analysis of the game between two clubs. The report includes the line-ups, the goals, and the key moments of the match. It also discusses the implications of the result for both teams and the league as a whole.

NATIONAL LEAGUE

THE MONEY AS STRIKE IT RICH

NO MERCY FOR MAHER IN A SHOTS FIGHTBACK

A match report from the National League, featuring a detailed analysis of the game between two clubs. The report includes the line-ups, the goals, and the key moments of the match. It also discusses the implications of the result for both teams and the league as a whole.

Interviews

A collection of short interviews with various footballers and managers from non-league clubs. Each interview provides a glimpse into the lives of these individuals and the challenges they face in the non-league game.

NATIONAL LEAGUE

ACQUAH'S WALKING ON WATER

MAIDENHEAD UTD 2

A match report from the National League, featuring a detailed analysis of the game between Maidenhead United and another club. The report includes the line-ups, the goals, and the key moments of the match. It also discusses the implications of the result for both teams and the league as a whole.

NATIONAL LEAGUE

BUT STONES ARE SUNK AGAIN

MAIDSTONE UTD 1

A match report from the National League, featuring a detailed analysis of the game between Maidstone United and another club. The report includes the line-ups, the goals, and the key moments of the match. It also discusses the implications of the result for both teams and the league as a whole.

The FOOTBALL LEAGUE Paper
THE ONLY PAPER FOR THE REAL FOOTBALL FAN

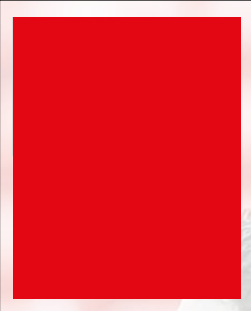
LATE TACKLE

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

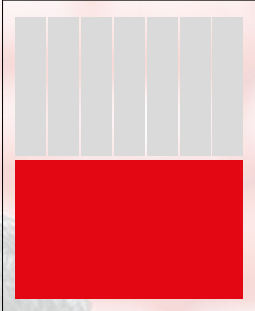
Advertising opportunities

...Print

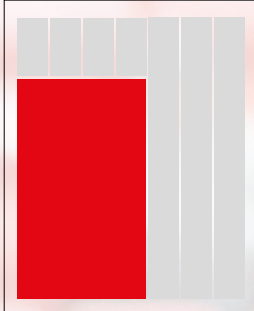
Standard advert sizes



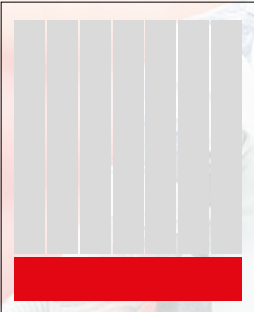
FULL PAGE
259mm wide x
320mm high
£1,250



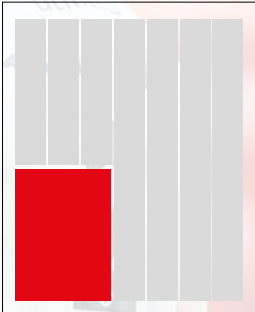
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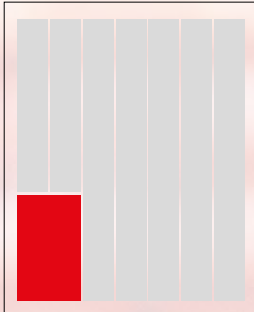
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250mm high
£625



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



Advertorials

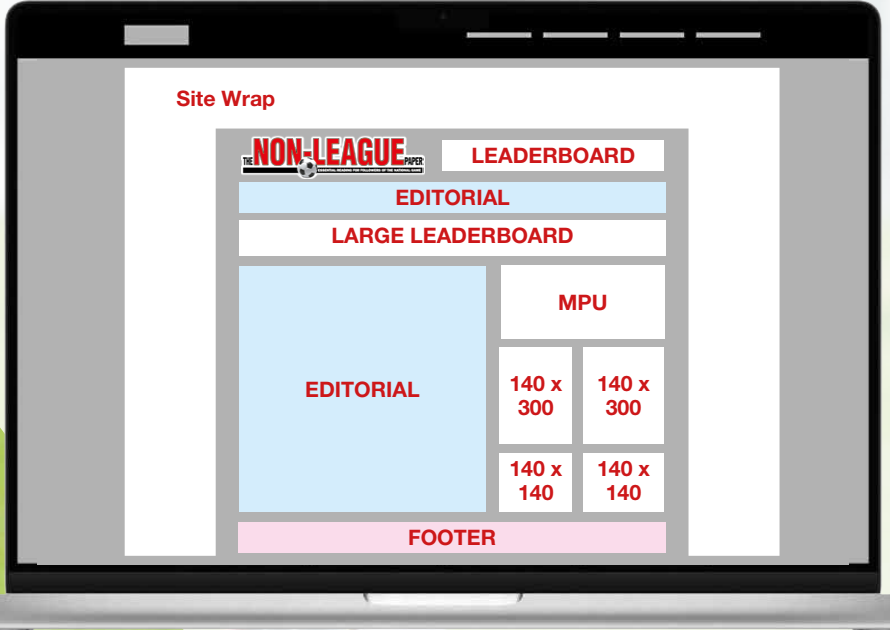


Sponsorship



...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

THE ONLY PAPER FOR THE REAL FOOTBALL FAN



Print
Digital
Social



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



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
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PLACED BETS



PURCHASED SPORTS
MERCHANDISE, GIFTS AND
MEMORABILIA



BOUGHT CONSUMER
ELECTRONICS (eg. new TV)



ASDASDASDASD
ASDASDASDASD

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

English Football League... we have it covered



Our Columnists



Chris Dunlavy



Graham Westley



Guy Branston



Chris Hargreaves



David Connolly



Adam Virgo

Chris Dunlavy

A FRESH TAKE ON FOOTBALL

Please don't expect the Ramsey of old

Chris Dunlavy

Chris Dunlavy is a former professional footballer who played for several clubs, including Arsenal, Tottenham, and Birmingham. He is now a pundit and columnist for The Football League Paper.

REF HELP MUST NOT JUST FADE AWAY INTO NOTHING

Chris Dunlavy is a former professional footballer who played for several clubs, including Arsenal, Tottenham, and Birmingham. He is now a pundit and columnist for The Football League Paper.

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HOME TIME CAN LET OWLS SOAR

Chris Dunlavy

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HARLEE SO HAPPY TO SIGN FOR ROYALS...

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GLENN & GILLS AIMING HIGH

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'WEAK' MAGPIES TAKEN APART

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AS DONS FLUFF

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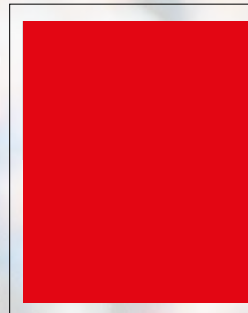
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THE ONLY PAPER FOR THE REAL FOOTBALL FAN

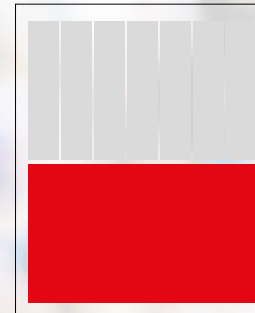
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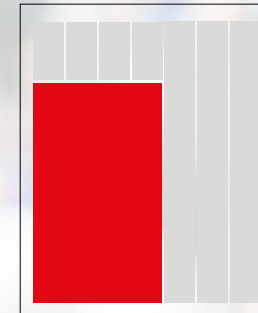
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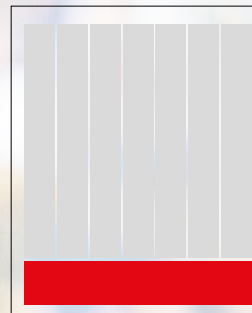
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£1,250



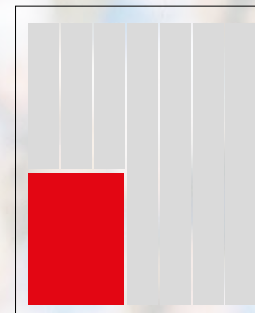
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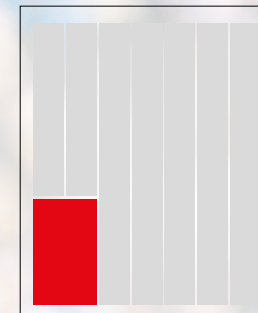
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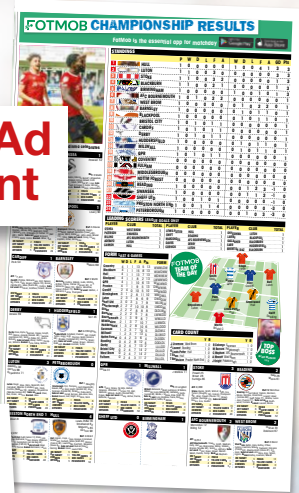


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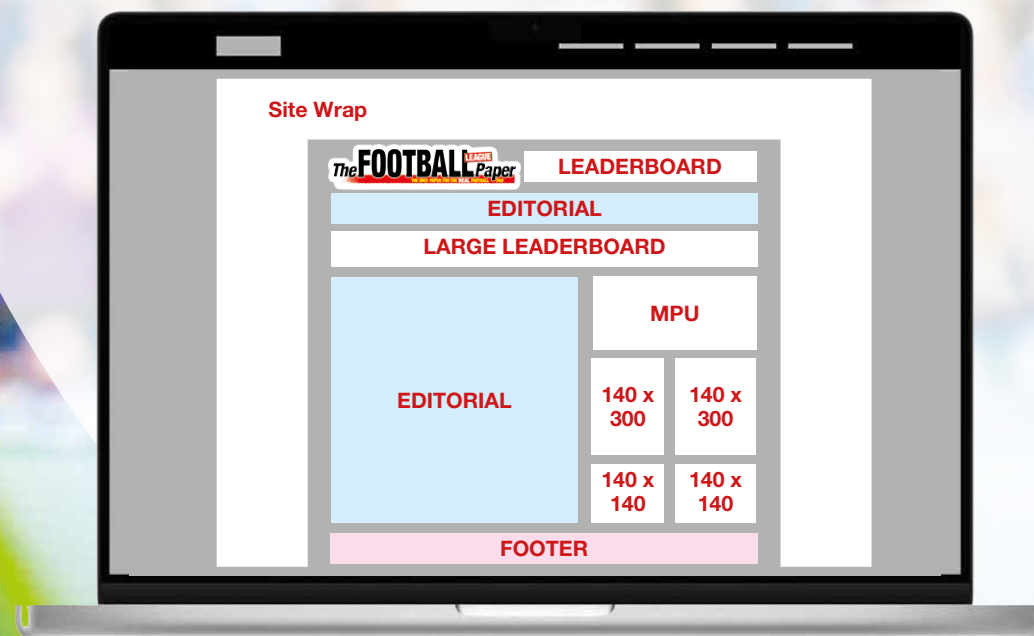


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Large Leaderboard MPU	£600
MPU	£300
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140 x 140	£200

CUSTOMISED

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

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LATE TACKLE

GUE 2022/23

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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.

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Fanatics, fans & followers >>>



Attention, engagement & reach

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AUDIENCE
PER ANNUM

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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

THE FOOTBALL MAG WITH A BIT OF A KICK! ISSUE 88 SEPTECT 2023 £3.99



NEW ADVENTURE

HARRY KANE and Tottenham Hotspur. They went together. It was a partnership that seemed to have been made in heaven. Harry had even overtaken Grayson to become Spurs' highest ever goalscorer. But it is a funny old game. Who would have thought years ago that Kane would one day leave the Lilywhites – to go to Germany?

The odds would have been pretty tight, but right now, I can understand why he's done it. He's given his all for the north London side, but they haven't been able – despite all his goals – to become winners.

There were 280 goals in 435 appearances for Kane, and yet they couldn't even win a Carabao Cup. True, they did make it to a Champions League final, but that ended in yet more disappointment in a lacklustre final against Liverpool in 2019.

And since those heady days under Mauricio Pochettino (what a relief happened to him?), Tottenham have only gone backwards. Not even under interim manager Jose Mourinho and Antonio Conte could turn Spurs into winners, and the style of play (never) left a lot to be desired.

HARRY GAIN

It was now or never – and he decided it was now. A four-year deal with Germany's almost permanent champions Bayern Munich proved too tempting – and if he doesn't win anything with them, he might as well look back at his Tottenham career. It's a Bayern Munich. They've won the Bundesliga 11 times in a row and you wouldn't think they'd be a worse side with Kane on board.

With his goalscoring prowess, you can understand why the Bayern owners were willing to splash out an initial £100m euros (£86.4m) to sign him – and taking into account the number of media shirts with Kane on the back being slipped up for fans, they've earned a chunk of their outlay back already.



Top Flight & International football



FRESH CHALLENGE



Non-League

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

IF JONATHAN Sayer knew then what he goes now about what running a Non-League club would entail, he would probably have given Ashton United a swerve! However the actor and comedy playwright has come to appreciate the good, the bad and the ugly of football since taking the reins alongside his dad, David, four years ago. He admits they made mistakes in their first season as co-chairmen and part-owners of the NPL Premier outfit and it's chronicled in his new book – *Non-League To Run: The ridiculous life of a semi-professional football club chairman*.

It's an entertaining romp about taking over and running an established Non-League club, and the 34-year-old has used his comedy background and a bit of poetic licence to good effect. Sayer admits his own footballing skills as a youngster left a lot to be desired but the chance to run his local club, along with his dad, was a challenge he simply couldn't resist.

They have a special bond with the club, but Sayer's dad, David, was a fan of the game, and he was a fan of the game. Sayer's dad, David, was a fan of the game, and he was a fan of the game. Sayer's dad, David, was a fan of the game, and he was a fan of the game.

BOOK REVIEWS

CUP OF CHEERS

A Sprinkle of Magic – Non-League Club by Andrew Moore, published by Pulp Publishing, Price: £12.99

We'll love a cup shock, don't we? Well, apart from those on the receiving end, in a Sprinkle of Magic, author Andrew Moore tells the tale of a number of Non-League clubs who battled through various qualifying rounds to reach the first round proper and beyond.

He covers the period from 2009-10 onwards, featuring the likes of Bath City, Southbridge (Twickenham), Warrington Town and Lincoln City.

Some may well stick in the mind of neutral football fans as well as those who followed their teams to glory. Warrington's victory against Exeter in 2014 is one that captured the public's imagination, as did Lincoln's incredible run to the quarter-finals in 2017 under the Copley brothers.

Moore covers the whole of the cup runs as well as giving some background about how each club was doing in that particular season and what happened after the cup publicity had died down.

He also interviews some other connected with each club, whether it be the chairman, webmaster or press officer, among others, to get their recollections on the glory days.

It's a shame the author wasn't able to speak to some of the managers and players involved to get their thoughts on what may well have been the peak days in their career.

A bit more detail on the showpiece game(s) in the run would have been good, too, though. Overall, it's a solid offering with plenty of depth and content. It will bring back plenty of good memories for those from the clubs covered – and for general football fans as well.

John Lyons

Rating out of 10: 7

COVERING ALL ANGLES

Football and how to survive it, by Pat Nevin, published by Monoray, Price: £2.99

This is Pat Nevin's second memoir, a follow up to his successful *The Accidental Footballer*.

It covers the period with his long, glamorous club – Tranmere Rovers, Kilmarnock and Motherwell – and reflects on a time of what he calls, 'extreme madness, higher levels of fun and deeper levels of pain'.

Few others have seen football from all angles as Nevin. He was a top player, international, FIFA chairman, a chief executive, served on boards, a columnist and TV and radio pundit.

Nevin's memoir is unlike many footballing, which concentrate on the high life, the glories and dramas of being a professional footballer. He is far more insightful about the football industry and has much more to say than the average player.

He is not afraid to discuss the difficult times, such as the death of his mother, the premature death of his friend Tommy Coyne's wife and his own son's autism.

Nevin enjoyed an eventful but not a long career. For example, during a game against St. Johnstone, Nevin tripped over his own foot in the box and the referee awarded a penalty. But Nevin told the referee it wasn't a penalty and it wasn't awarded.

Moorehead finished fourth in the SPL, as they beat Rangers 2-0 in Nevin's last ever game, but he was asked to break up the team in the close season to alleviate the financial problems.

He also had the difficult task of sacking manager Billy Davies when, inevitably, the following season's results weren't good enough. The ownership had broken all the promises to Nevin, and they put the club into administration despite all his best efforts to accept things. I cannot change, courage to change the things I can and wisdom to know the difference.

John Lyons

Rating out of 10: 8

DOING ERNIE PROUD

Ernie Heffer: Recollections of the Footballing Legend Ernie Moss, by Stephen Paine, published by Pulp Publishing, Price: £16.99

TO SAY that Ernie Moss is revered at Chesterfield hardly does justice. In green sports with the Spirelles, the home-town hero scored a club record 192 goals in 539 appearances, with not one coming from the penalty spot.

He may not have made it to the top of the local hero, but, sadly, his years were largely spent in the lower leagues. It wasn't just the lowering headers or cool finishes that made him so popular and had the supporters chanting 'Ernie, Ernie'.

It's definitely the people. He said "It's all the volunteers that are doing a mind-blowing amount of work for nothing. It's often a thankless task, particularly when results go badly."

John Lyons

Rating out of 10: 9

BOOK NEXT FOR DRAGONS?

It's Always Sunny in Wrexham, by Andrew Foxley Jones, Price: £5.99

As you can see, it's a book about Wrexham AFC, who were in 2020 from a coma without any memory of its life before the virus hit. It was previously written by Jones, and it became the engine for a flurry of weird and wonderful games which managed to weave into something tangible. He said:

"This isn't a textbook about life, or football or even Wrexham AFC. There are plenty of publications out there which tell us more about the club than this book. This is my personal version, reflection, anecdote, memory history, and ultimately a prediction of the future."

The rest is fiction, and there's some surreal stuff in there, stuff to do with politics, popular culture, how society might change over the coming years, alien invasions, Joe Wicks becoming a Prime Minister, exonerations, world wars, but then it's set in the future so given the surreal, it can be series of events which has taken place since Ryan and Rob arrived in Wrexham.

Wrexham AFC, there are plenty of publications out there which tell us more about the club than this book. This is my personal version, reflection, anecdote, memory history, and ultimately a prediction of the future.

John Lyons

Rating out of 10: 7



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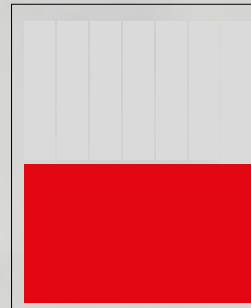


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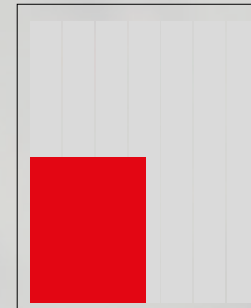
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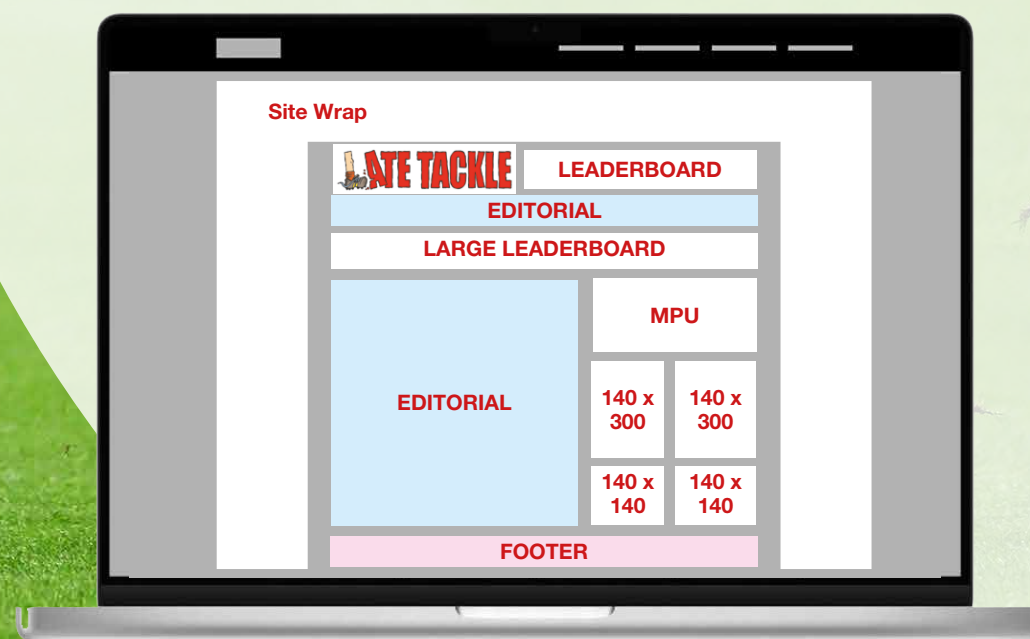


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Attention, engagement & reach

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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



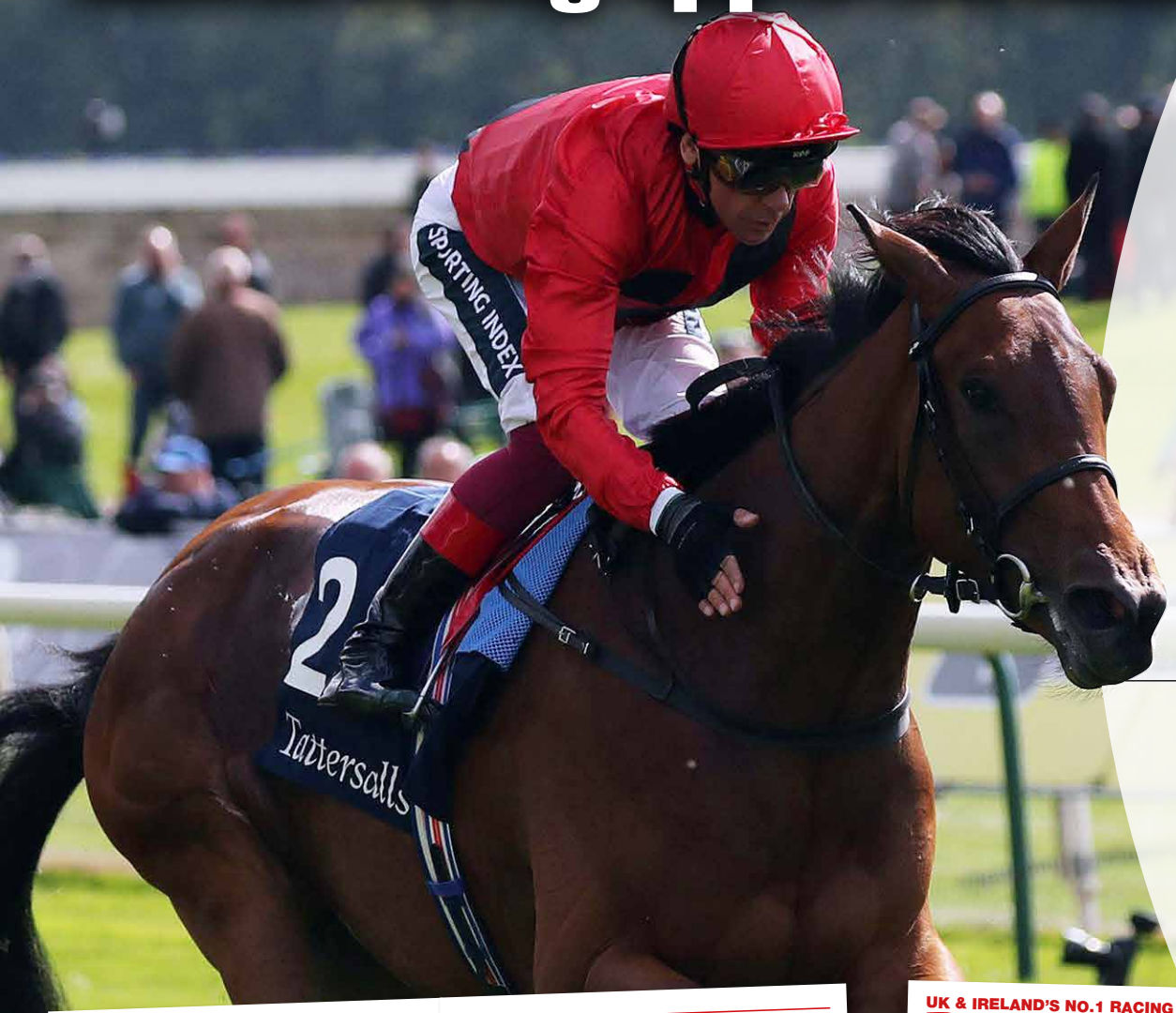
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Dave Youngman

RACING AHEAD

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EDITORIAL	MPU	140 x 300	140 x 300
		140 x 140	140 x 140
FOOTER			

STANDARD Desktop & Mobile Specs:

Site WRAP	Price on application
Leaderboard	£600
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140 x 300	£250
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ADVERTORIAL

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

I'm only just qualifying for the French Open but it's a shame to miss out on the picturesque backdrop of Gay Paree. The French capital has so much to offer, including a memorable racing experience as **Xander Brett** explains

Defence, whose glittering glass tower is set out over sparkling waters, is a sight to behold. The French capital has so much to offer, including a memorable racing experience as **Xander Brett** explains

Today, it's an another corner that we're looking at. The French capital has so much to offer, including a memorable racing experience as **Xander Brett** explains

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ALL THE BETTING & TRENDS

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