

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.

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



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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 club, but they haven't been able - despite all his goals - to become winners.

There were 280 goals in 435 appearances for Kane, who 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

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

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 shame, but it's a shame. Kane is a real talent, but he's not a team player. He's not a team player. He's not a team player.

With his goalscoring prowess, you can understand why the Tottenham owner would want to splash out on him. Kane is a real talent, but he's not a team player. He's not a team player. He's not a team player.



Top Flight & International football

THE FOOTBALL MAG WITH A BIT OF A KICK! ISSUE 82 SEPTECT 2019 £3.49



FRESH CHALLENGE

JON'S NON-LEAGUE ADVENTURE

IT'S TIME FOR CHANGE
Supporters call for reform over way game is run

WE'RE GOING TO MISS YOU COEN
RE-JUVENATED BRAZIL CAST DEMONS ASIDE
SPEEDY TOP CLASS GUY BLUES STAR

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 all chronicled in his new book - *Non-League Now*. 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 it's not a binary proposition. It's a little bit like theatre in a sense that it's never done. I work in comedy and you might be really funny on Friday but you might be awful on Tuesday. You've got to keep working away. Also, don't be afraid to make decisions. I've had to make them. Sayer lives in London and gets to see many games as he can, though his work can also take him away from his Non-League fix. When we caught up with him, he was on tour in New York, though thoughts of the Robins were never far from his mind.

Non-League

Good times, better nights

CUP OF CHEERS

A Sprinkle of Magic - Non-League Cup, published by Pict 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 Aaron 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 (twice), 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.

Moore's memoir is unlike many footballing, which concentrate on the high life, the glitz and glamour 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, and his own son's autism. Nevin enjoyed an eventful but

DOING ERNIE PROUD

Ernie Heaton: Recollections of the Footballing Legend Ernie Moss, by Stephen Paine, published by Pict 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 local hero, but, sadly, his years were largely spent in the lower leagues. It wasn't just the towering headers or cool finishes that made him so popular and had the supporters chanting 'Ernie, Ernie'. It was his 100 per cent effort and commitment for the shirt every time he pulled it on.

Once his playing days, which also included spells with the likes of Peterborough, Mansfield, Port Vale and Doncaster, eventually came to an end, he stepped into Non-League management, taking the reins at clubs such as Gainsborough Trinity, Matlock Town and Belper Town.

He was also co-owner of sports shops Moss & Miller in partnership with Derbyshire and England cricketer Geoff Miller. They had stores in Chesterfield and Matlock, and supporters would often come in for a chat if they saw Moss was there. He was an approachable and friendly local hero, but, sadly, his years were largely spent in the lower leagues. It wasn't just the towering headers or cool finishes that made him so popular and had the supporters chanting 'Ernie, Ernie'. It was his 100 per cent effort and commitment for the shirt every time he pulled it on.

After his death at the age of 71 in 2021, his family donated his brain for ongoing research being carried out by Dr Willie Stewart and

COVERING ALL ANGLES

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

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 career, from his days at Rangers to his time at Celtic, 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 glitz and glamour 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, and his own son's autism. Nevin enjoyed an eventful but

Nevin has managed to provide a deep insight into the workings of professional football in Britain. It is a remarkable story and thoroughly recommended if you want to know how football really works, and to know how football really works, and to know how football really works.

WHAT NEXT FOR DRAGONS?

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

AS IT'S ALWAYS Sunny in Wrexham, so now under the stewardship of two A-list superstars, the concept of a man who works in 2020 from a coma without any memory of his life before he was hit by a bus is less previously written of, and it became the engine for a flurry of weird and wonderful tales of his past.

A director of *Modern Love* and *Sexuals*, who represented the previously fan-owned club for a number of years pre-takeover and was on the local team when the acquisition by Hollywood stars Ryan Reynolds and Rob McElhenney took place in 2020, Fowler Jones has put an entirely different twist on things. It's Always Sunny in Wrexham tells the story of a fanatical fan who wakes from a ten-year coma to find the Red Dragons

popular culture, how society might change over the coming years, alien invasions, Joe Wickes becoming Prime Minister, exonerations, world wars, but then it's set in the future so given the surreal nature of the series of events which has taken place since Ryan and Rob arrived in Wrexham, it's not surprising that it will be far away from reality.

Wrexham's future is a bit weird and wacky, but doing something different to be applauded. *It's Always Sunny in Wrexham* is a tale about turning the novel into a screenplay so there could yet be, fittingly, a Hollywood ending.

The rest is fiction, and there's some surreal stuff in there, stuff to do with politics, and to know how football really works, and to know how football really works.



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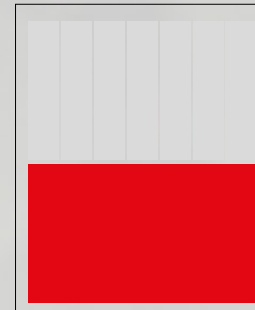


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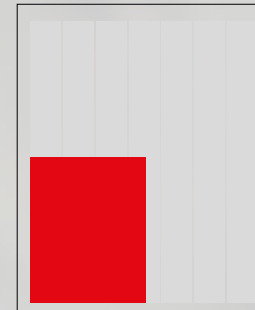
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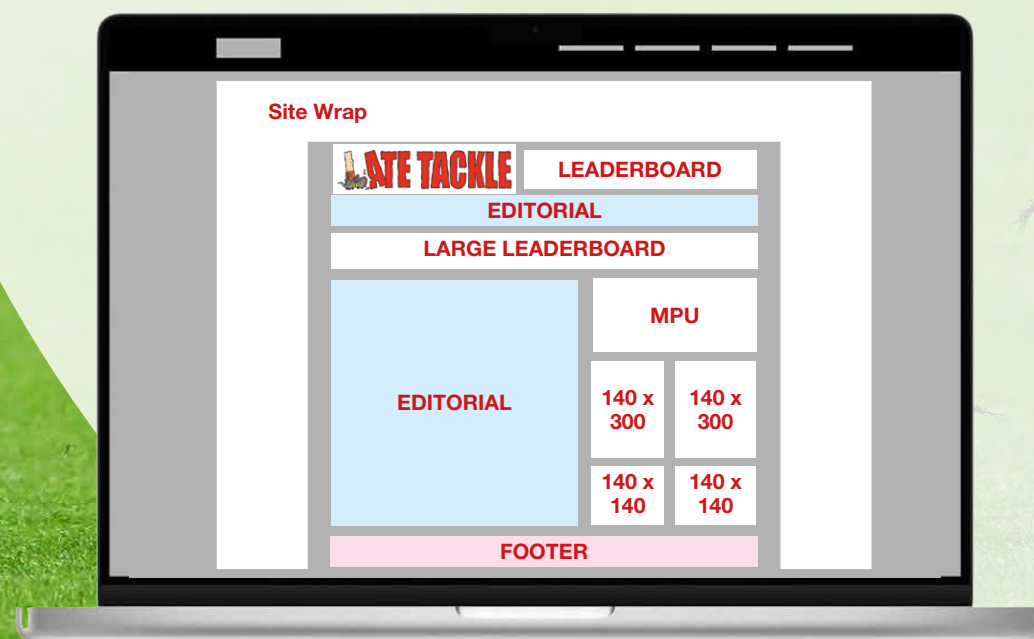


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