











RAGINGAHEAD

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

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



Haskell: We must be tough

By BEN
JAYCOCK
ENGLAND'S World
Cup hopes rest on
building an aggressive, physical spine
of 'tough guy's to
intimidate their opposition.
Former back row
James Haskell, with

World
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High life suits Wales as they prepare for World Cup assault

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France. The steps high, estimates, while Tan
Joseph Same Market

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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

95.9%

OF FANS TRUST THE RUGBY PAPER'S REPORTING

86% REGULARLY ATTEND RUGBY MATCHES 32.8% ATTEND EVERY WEEK

76.7%

22.6%
ARE CLUB
OFFICIALS

21.7%

REGULARLY
PLAY RUGBY

Audience key interests



69%

60%

65

63%

DONATED OR PARTAKE
IN CHARITY/FUNDRAISIN











CLOTHING & EQU







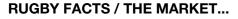






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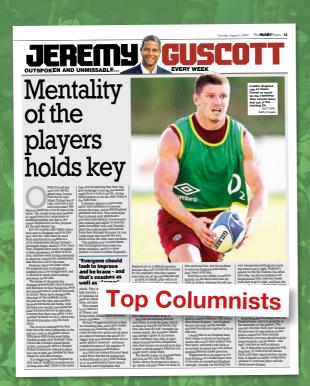




112Leagues affiliated to the RFU

1,224

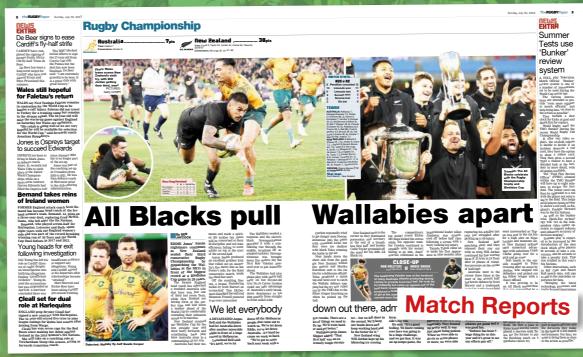
30,000+













Rugby Calendar

Working closely with our army of top photographers, The Rugby Paper produces an annual calendar – your perfect opportunity to advertise with us 365 days a year!

The **RUGBY**

Rugby Podcast

'The Rugby Paper' podcast is your ultimate backstage pass to the

most captivating debates, controversies, highs and lows within the game.

Hosted by our team of seasoned rugby journalists alongside former and current greats of the sport, this riveting podcast delivers an unparalleled insider perspective that true fans crave with detailed insights, interviews and analysis of all the biggest stories and issues across the world of rugby. 'The Rugby Paper' podcast caters to all levels of rugby....from the Rugby World Cup and Six Nations to the domestic game and everything in between, keeping listeners up-todate on the moments and decisions that shape the course of the rugby landscape.

Become a headline sponsor, or advertiser on the podcast to get your message in front of a vibrant community of rugby enthusiasts who make our podcast a weekly ritual.













