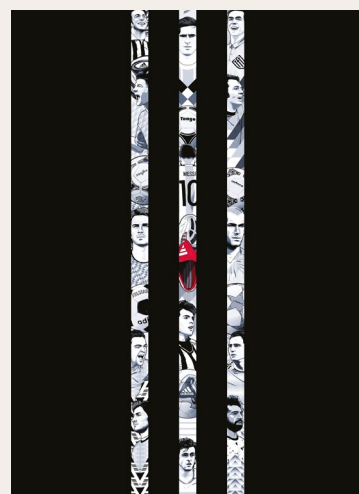
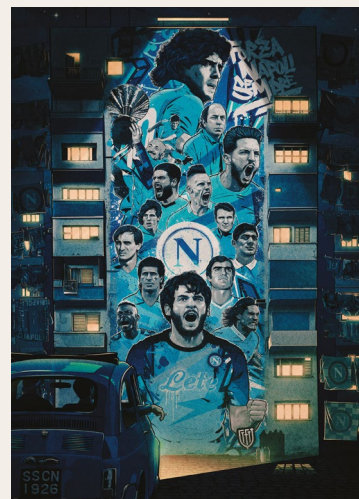
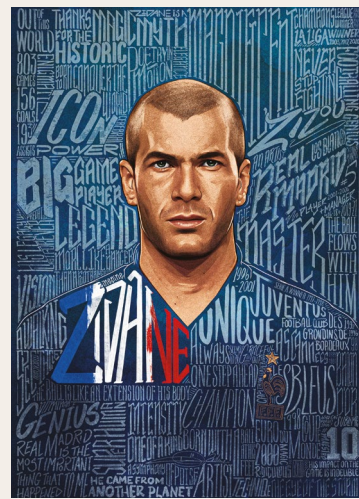


MEDIA KIT





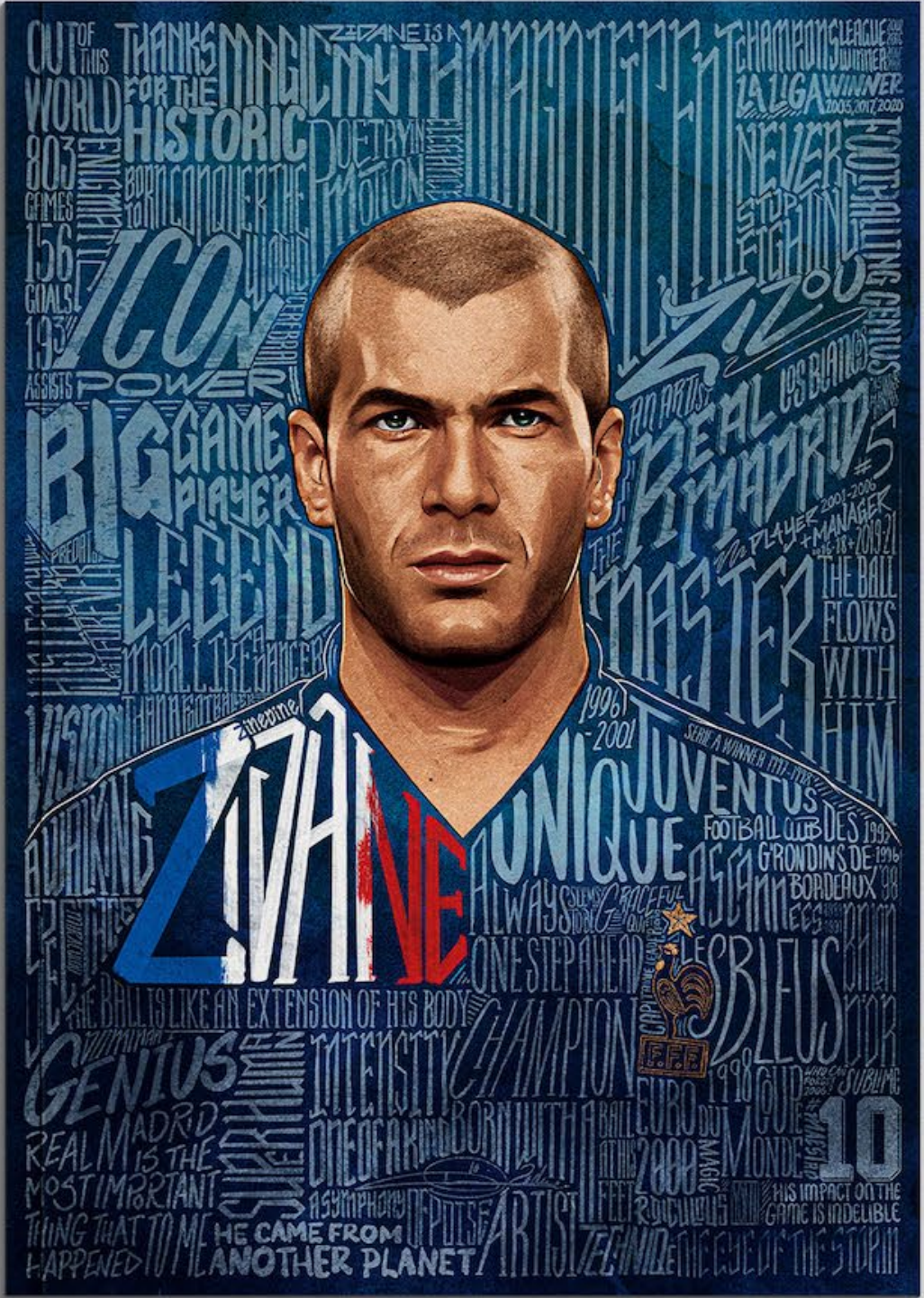
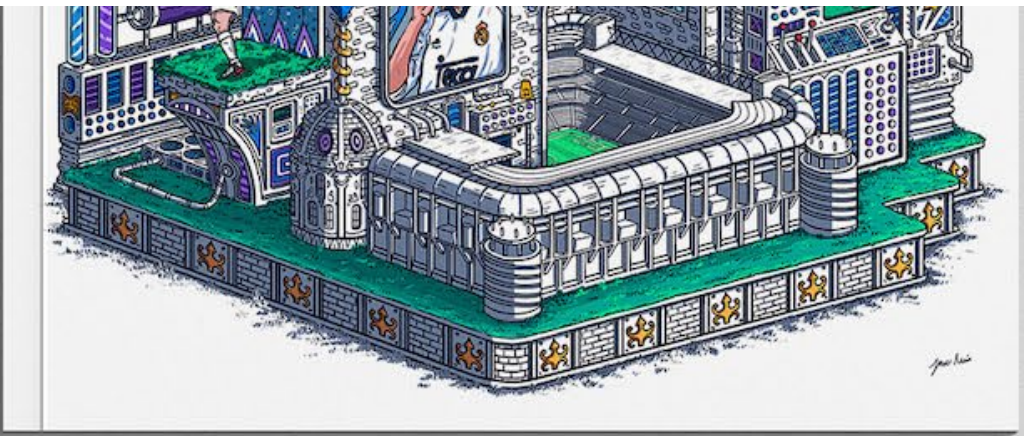
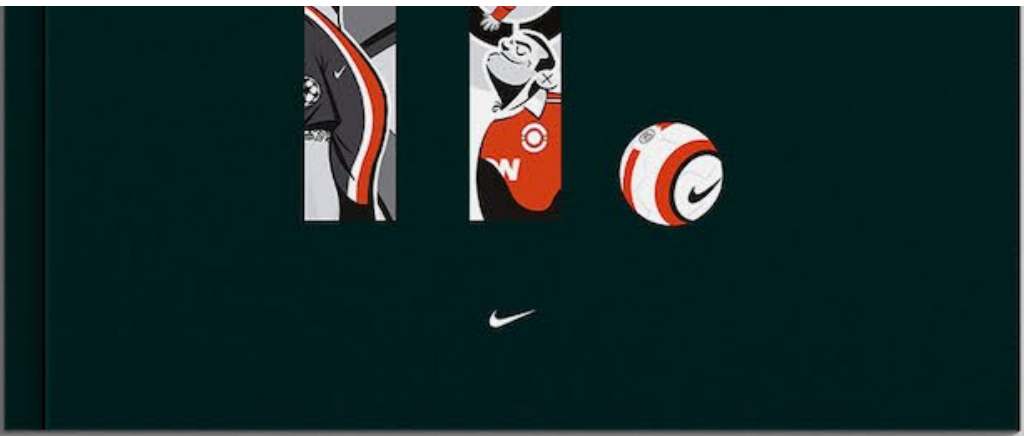
## REKINDLING THE GREATEST STORIES IN FOOTBALL THROUGH JOURNALISM YOU CAN TRUST.

FOUNDED: OCTOBER 2011  
LONDON, UK

For the sophisticated football fan, **These Football Times** exists in the open space between the professional game and mainstream media. It's a movement of writers who've lived and loved the game since the 1960s, who focus on journalistic integrity, quality and innovation above all else.

From working with some of the game's biggest clubs to influential players and media figures, **These Football Times** has accrued millions of hits and downloads online, as well as tens of thousands of magazine sales. But it's just the beginning.

**+THE MAGAZINE**



# ABOUT THE MAGAZINE

Following content-affirming partnerships with the likes of The Guardian, print was the next step in 2016 to forward **These Football Times** into one of the largest independent sports publishers in the UK.

The bi-monthly magazine is a representation of our **best work**, featuring award-winning writers, artists and photographers from across the game, in the UK and beyond.

With each issue themed - from country to competition to club - the magazine has proved popular for those looking for **authentic football content** from start to finish.

In *These Football Times* magazine, you won't find fillers; no page is wasted on meaningless content: it's long-form football writing that captures the **greatest stories** in the game's history.

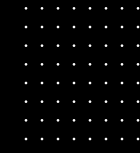
It's why, since the club series started in early-2019, magazine sales have **grown by 55%** - and continue to rise, with high retention numbers and sales in 88 countries. With so much more planned, this is just the start.



FOR ISSUE 17,  
AS ROMA ASKED THESE  
FOOTBALL TIMES TO COME  
TO ROME AND COVER  
DANIELE DE ROSSI'S  
FAREWELL. WHAT  
FOLLOWED WAS ONE OF  
OUR MOST POPULAR  
MAGAZINES

PHOTO:  
OMAR SALEEM  
STADIO OLIMPICO, ROME

# DISTRIBUTION + ANALYSIS



## SOCIAL MEDIA

Verified across all platforms, These Football Times' social media channels are as **engaging** as they are honest. With high **retention** of followers and interactions, from our online content to magazines, and unique social media campaigns to drive growth, this is where our magazine enters the world.



## SALES CHANNELS

In addition to the aforementioned social media channels, the magazine is sold at outlets in 44 countries, from newsstands and online shops to markets and festivals. From the UK and the United States to Japan and Australia, obtaining a copy around the world has never been easier. And if you can't find one locally, thesefootballtimes.shop is there for you.

## NEWSLETTER

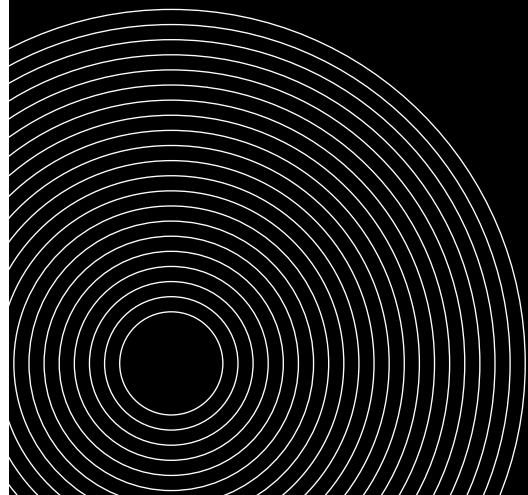
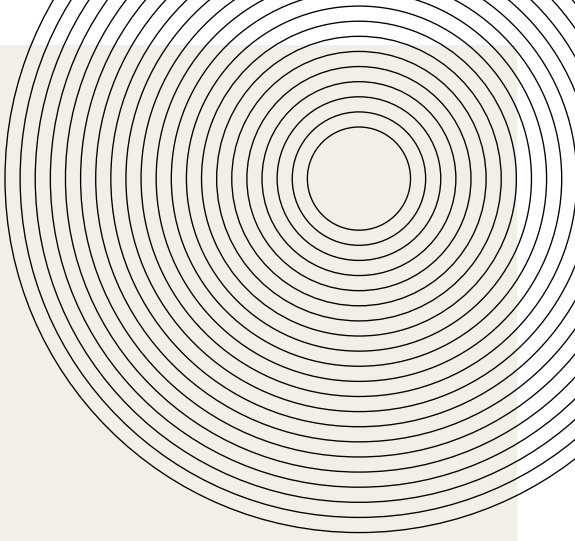
The These Football Times newsletter is a **non-intrusive** way to release our magazine. We don't email frequently and offer **rewards** for signing up, keeping it minimal for maximum effect, something surveys we've conducted in the past have pointed to. Peoples' inboxes are cluttered enough without meaningless football content. It's why the statistics below speak for themselves:



37k | LIST SIZE



46% | OPEN RATE



THESE FOOTBALL TIMES

# QUALITY + ETHICS



## PRINT QUALITY

Using only the finest **ethically-sourced** paper, the magazine is printed in the UK on 130gsm paper (300gsm cover). Our printers have been in the business for a number of decades, handling major contracts including the NHS and a range of professional football clubs.

**Quality** is at the heart of everything we do. It's why These Football Times is distinct: it doesn't *feel* like anything else.

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## ADVERTISING

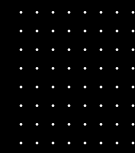
These Football Times only work with a **small number** of advertisers per issue, in part to ensure we can recruit the very best the game has to offer. Moreover, the brands we are closely aligned with are also in the game: from Nike and Classic Football Shirts to Pitch Publishing and Puma. For ad information, contact: [support@thesefootballtimes.co](mailto:support@thesefootballtimes.co)

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## ETHICS

These Football Times have, in the past and to this day, been offered significant sums by the gambling industry to advertise in the magazine. Each time, their offers have been **turned down**. That's because we care about the game, but most of all we care about our customers. Our **ethical responsibility** trumps our need to make more money; in that case, we'll just work harder and find businesses that align with our philosophy. On this, we will never compromise.

## + USP



## TALENT

These Football Times is a **celebration** of great football writing. But that doesn't come easy. In a sport dominated by clickbait writing, mainstream media bias and disgruntled fans, frustrated with how their content is delivered to them, we have recruited and retained some of the **best freelance writers** in the sport. From Telegraph Book of the Year-nominated writers to multi-book published authors, our senior leadership team is as diverse as it is talented.

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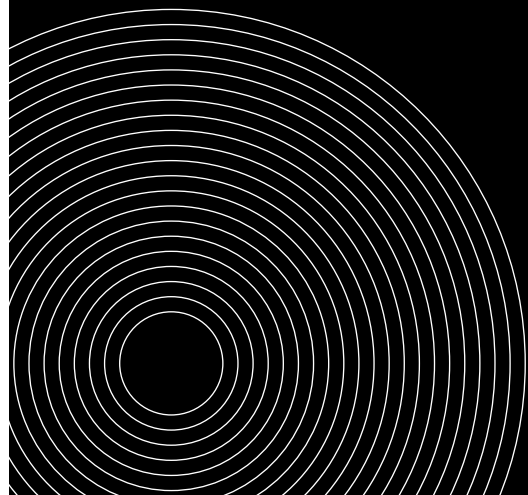
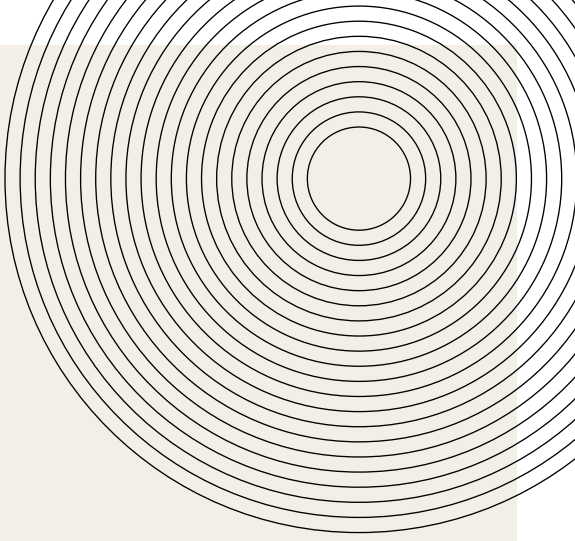
## DIGITAL

These Football Times understand that not everyone likes their product printed. Similarly, the cost of a magazine and its subsequent shipping can prove a burden too great. That's why our most recent titles are **always ready** for sale digitally. From start to finish, this is the unique magazine experience in PDF form, readable anywhere and at any time.

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## PARTNERSHIPS

These Football Times magazine has been featured across the world on a range of platforms. Our **unique partnership** with The Guardian - now in its ninth year - presents a unique channel to find the magazine. The Barcelona issue was reproduced in its entirety on The Athletic, while Bleacher Report, ESPN, Courier International, CNN, Channel 4 and the BBC have featured it in the works, both online and video. If it's good enough for them ...





**+ ONLINE**

# ABOUT THE WEBSITE

Founded in 2011 with the goal of producing **high-quality** written content for free, These Football Times remains the doyen of online long-form football content. And, just as in 2011, everything on the website is free, with no plans to change.

Featuring two daily long-form articles, we've helped launch the journalism careers of a number of writers. Their **future ventures** include the likes of MARCA, COPA90, talkSPORT, ESPN, The Guardian and The Athletic.

On thesefootballtimes.co you won't find your page littered with ads - in fact, we don't make money off the website. It's a labour of love, a collection of the best **literary minds** the game has to offer.

We've won **awards** for our content and partnered with big media online, and we've no plans to stop just yet. Driving sales for our magazine and keeping our customers busy day-to-day, the These Football Times website remains the **benchmark** for independent football content online. Very often imitated, but never bettered.



# WRITING

THESEFOOTBALLTIMES.CO

EDITOR: OMAR SALEEM

SUB-EDITOR: WILL SHARP

SUB-EDITOR: SIMON DISNEY

The home of the 'original series', These Football Times has given invaluable opportunities to over 500 writers from around the world, many of whom are given complete **creative freedom** to produce the best work they can.

Prior to publication, everything is **edited consistently** to ensure the standard remains high and the author's work shines. This is what separates us from much of our competition.

It's why, since 2014, we have partnered with The Guardian, featured almost 40 times with our most unique content to date. Likewise, tens of other media outlets continue to **feature our content** daily, in their apps, on the website, on their podcasts and on social media.

**+ 5,720**

The total number of articles online - rising weekly.

**+ 17 m**

That's 16,998,000 words.

**+ 84.9 k**

A cool 82,940 minutes of reading.

**+ 20**

The total number of major online series.

**+ 20**

All featuring original art and concepts.

**+ 93 m**

Total number of lifetime hits.

**+ 129**

These Football Times is read in 129 countries.

**+ 500**

Over 500 writers have featured on the website.

# AUDIO

AUDIOBOOM, APPLE, SPOTIFY

CURATORS: STUART HORSFIELD,  
STEVEN SCRAGG, GARY THACKER, AIDAN  
WILLIAMS, PAUL MC PARLAN, JON TOWNSEND,  
MARCUS MARRITT

EDITOR: DAVE BOWLER

Since 2013, These Football Times' podcast network has proved amongst the **most popular** in the UK, with original topics, big-name guests, experts and analysis. It's sponsored by the brilliant Manscaped.

Started by the late Jim Hart, an early partner at These Football Times, the podcast network has continued to grow, now run by a **dedicated team**, all of whom form a part of the larger senior leadership team.

Aside from their audio expertise, all six are published authors and have gained a **cult following** for their podcast work.

With **video content** on the horizon, this is another string to our media bow.

+ 425

Over 425 podcasts in the network.

+ 3

Found natively on three major platforms: Audioboom, Apple and Spotify.

+ 12

Twelve Original Series online now

+ 8,231

Average number of listens (calculated across all episodes).

+ 7

A dedicated team of seven curating all content.

+ 10

Featured in the top-10 football podcats on Apple.

+ 10

Featured in the top-10 football podcats on Spotify.

+ 0

Free: like all our online content, we don't charge a penny for it.

**+BRANDING**

F T T

Like most small businesses, it's been a process establishing a brand that works.

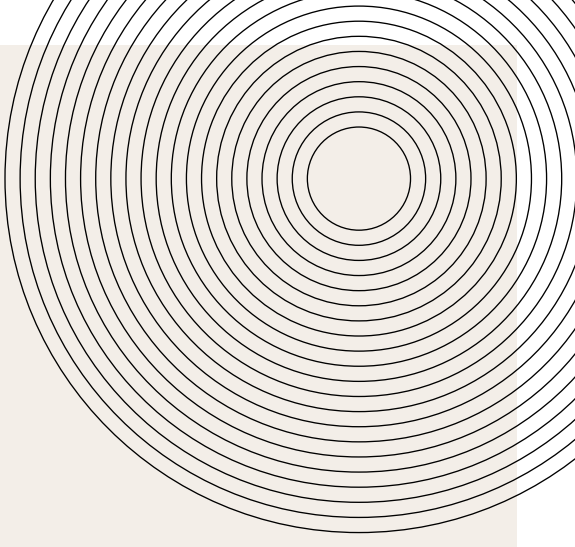
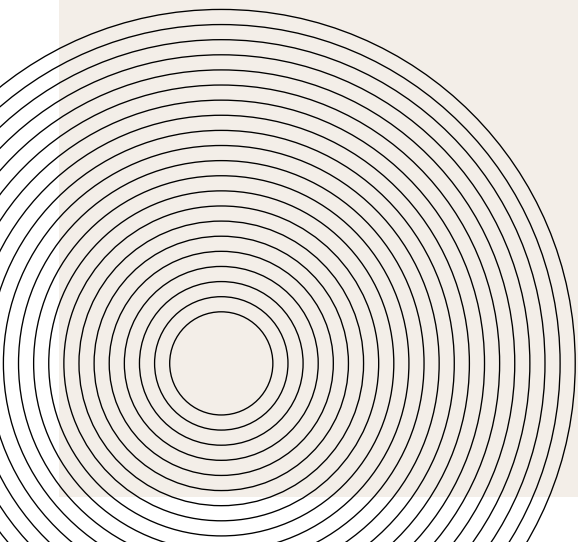
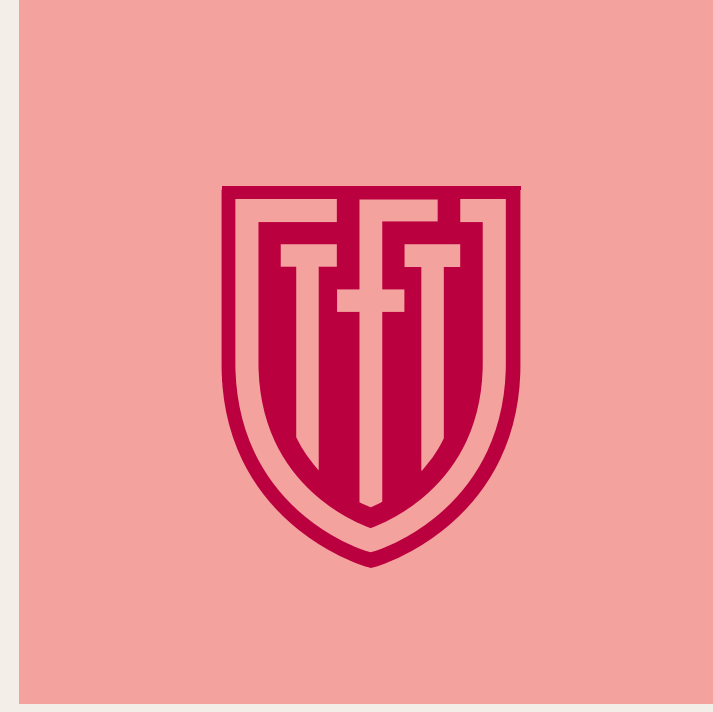
These Football Times had gone through many iterations of a logo - until we hired Chris Payne in 2019.

Respected across the game, having worked with clubs around the world, his concept was to symbolise both the sophisticated nature of These Football Times and its modern appeal.

What he created has proved to be one of the most popular sports magazine logos in the UK.

Indeed, the *Federación Ecuatoriana de Fútbol* (Ecuador Football Association) took inspiration from it in the creation of their new logo and branding.



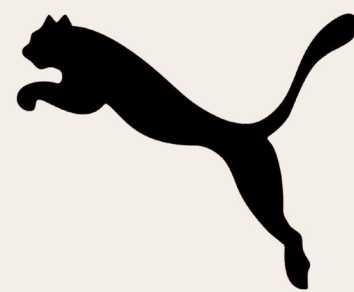


**+COLLABORATION**



# SOME OF THE BRANDS WE'VE WORKED WITH AND FEATURED

The  
Guardian



**PSV**



**+CONTACT**

# CONTACT

## Senior Leadership Team

Editor: Omar Saleem  
Sub-editor: Simon Disney  
Steven Scragg  
Christopher Weir  
Gary Thacker  
Stuart Horsfield  
Aidan Williams  
Paul Mc Parlan  
Josh Butler

## Email

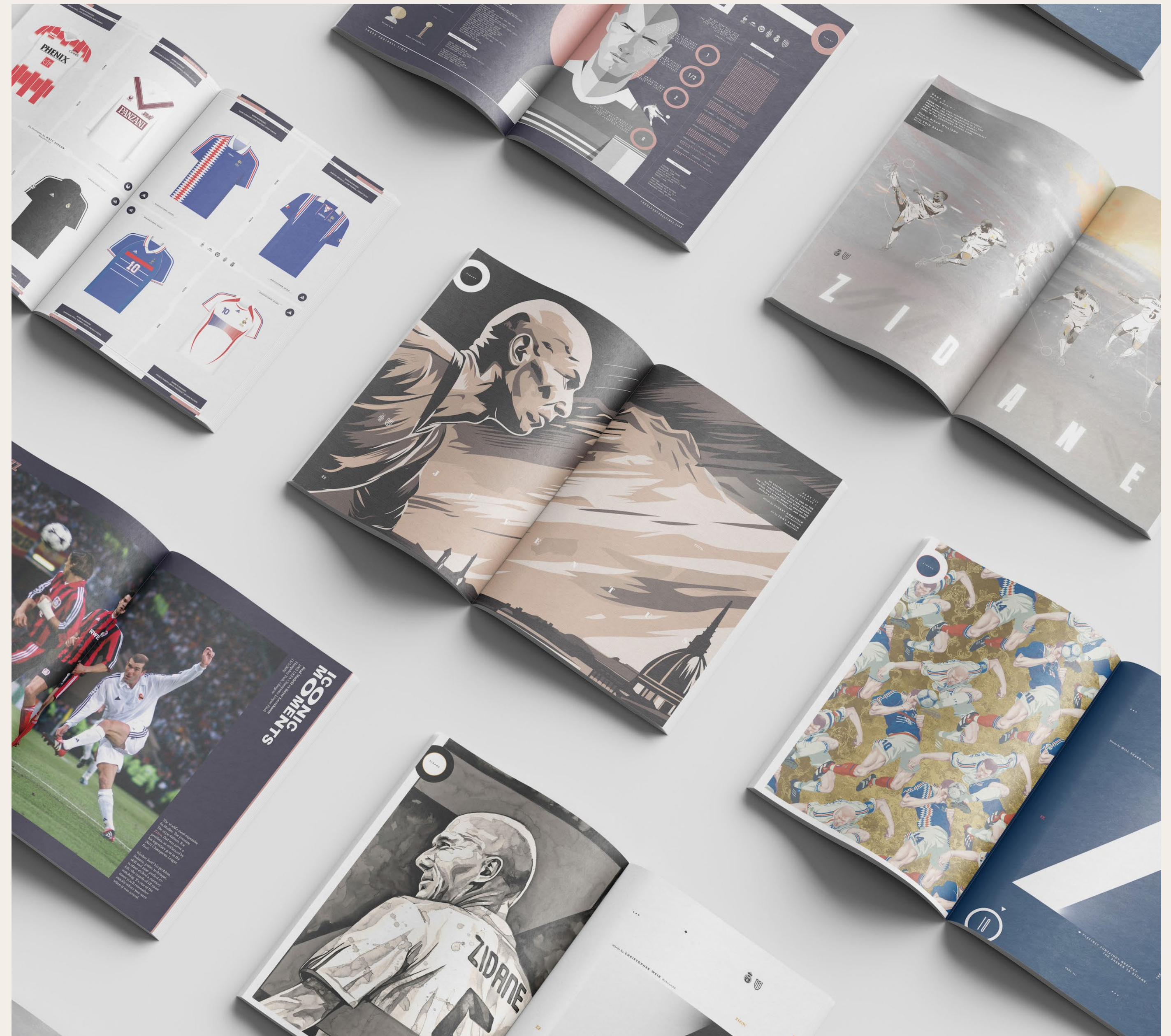
[support@thesefootballtimes.co](mailto:support@thesefootballtimes.co)

## Online

[thesefootballtimes.shop](https://thesefootballtimes.shop)  
[thesefootballtimes.co](https://thesefootballtimes.co)

## Social Media

Manager: Josh Butler (@Joshisbutler90)  
X: @thesefootytimes  
Instagram: @thesefootballtimes  
Facebook: @thesefootballtimes  
LinkedIn: @thesefootballtimes  
Audioboom: @thesefootballtimes



MEDIA KIT

