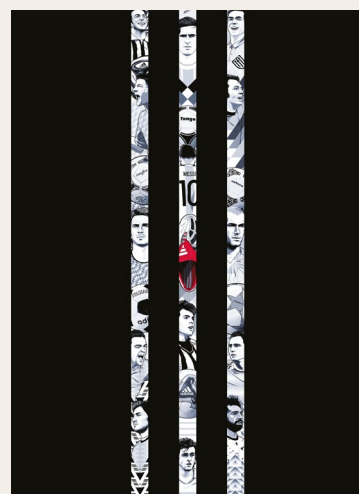
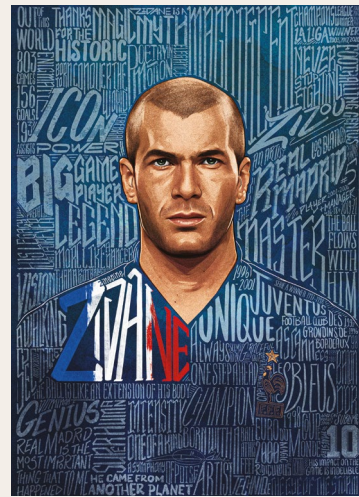


MEDIA KIT





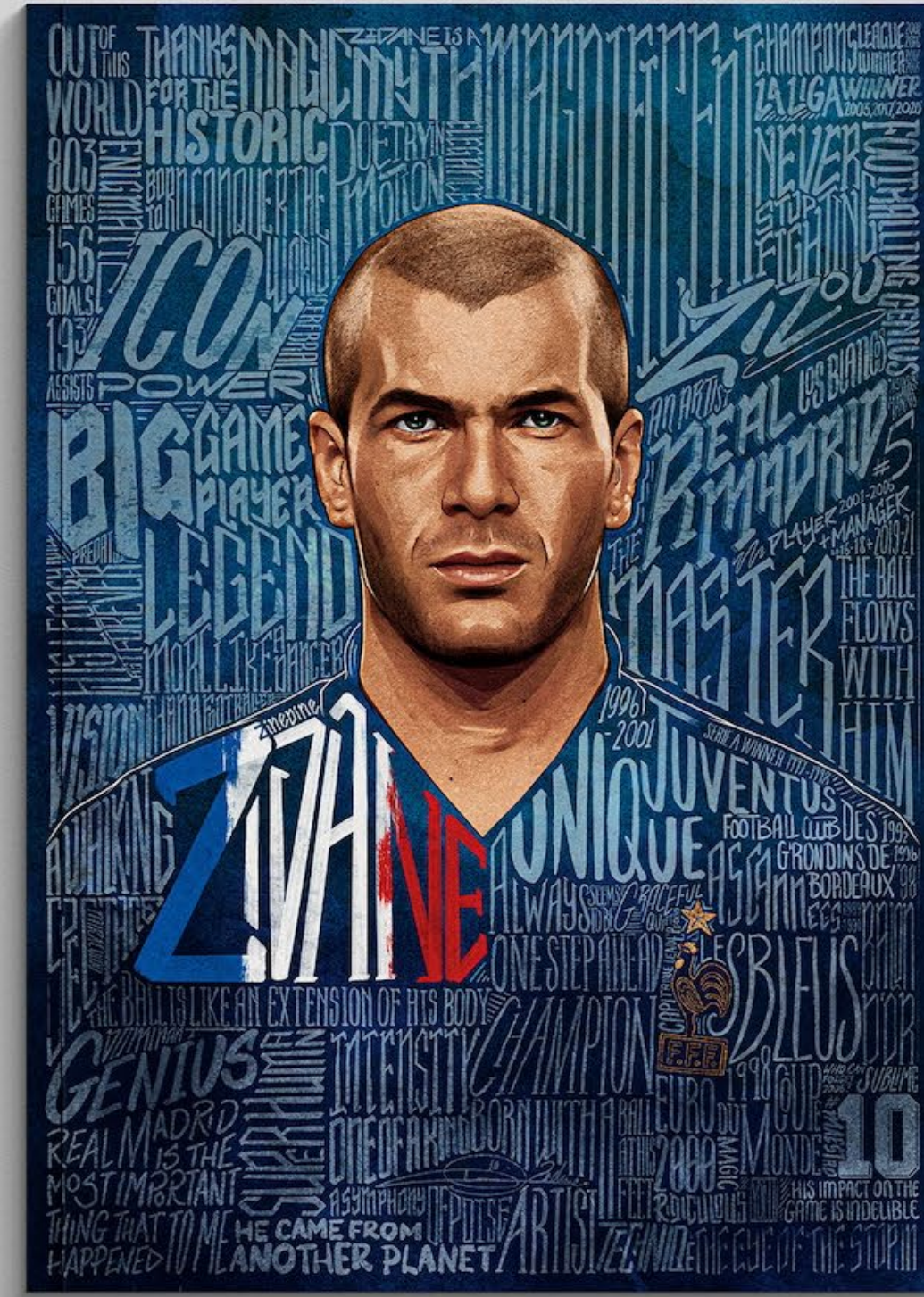
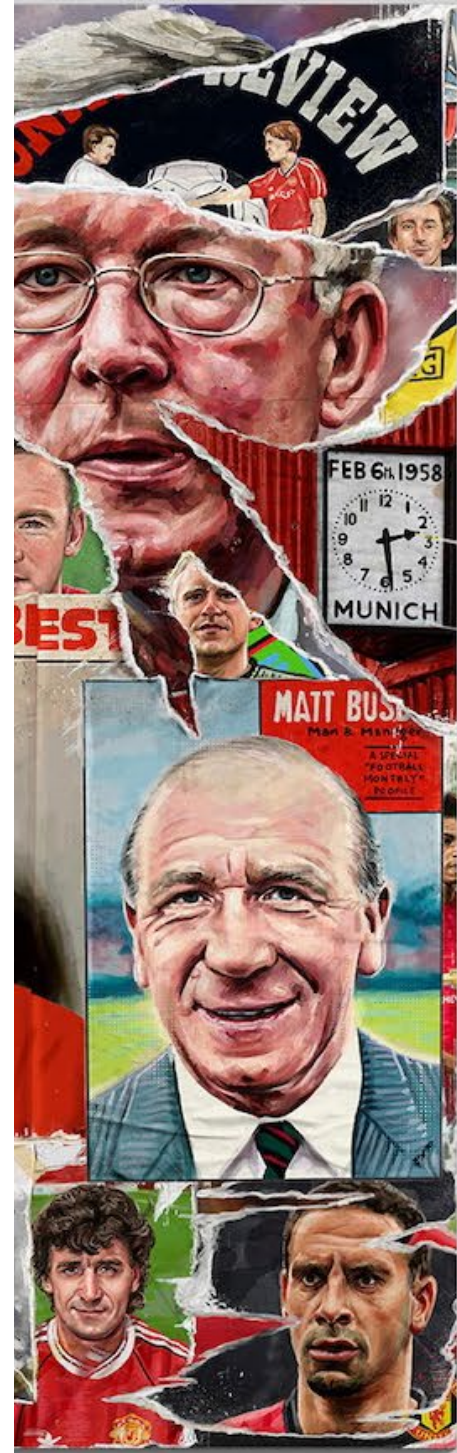
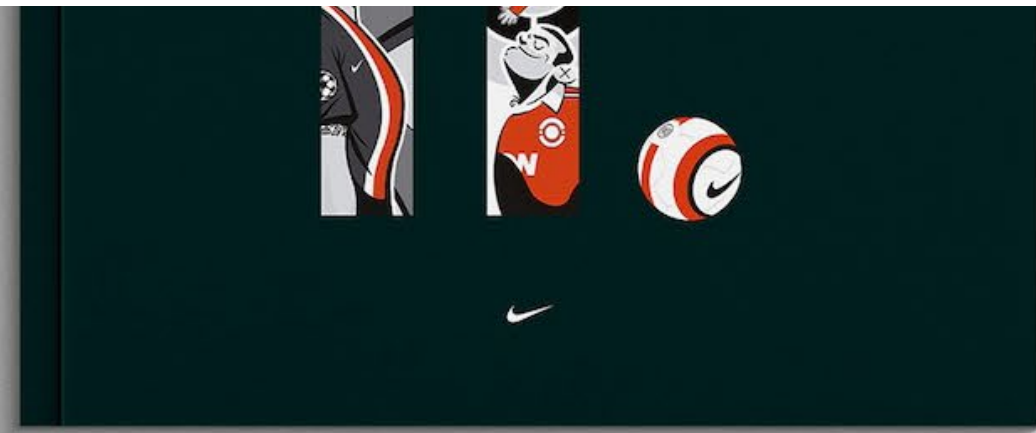
REKINDLING THE GREATEST STORIES IN FOOTBALL THROUGH JOURNALISM YOU CAN TRUST.

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, artists and designers who've lived and loved the game since the 1960s, who focus on journalistic integrity, quality and innovation above all.

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

+THE MAGAZINE



ABOUT THE MAGAZINE

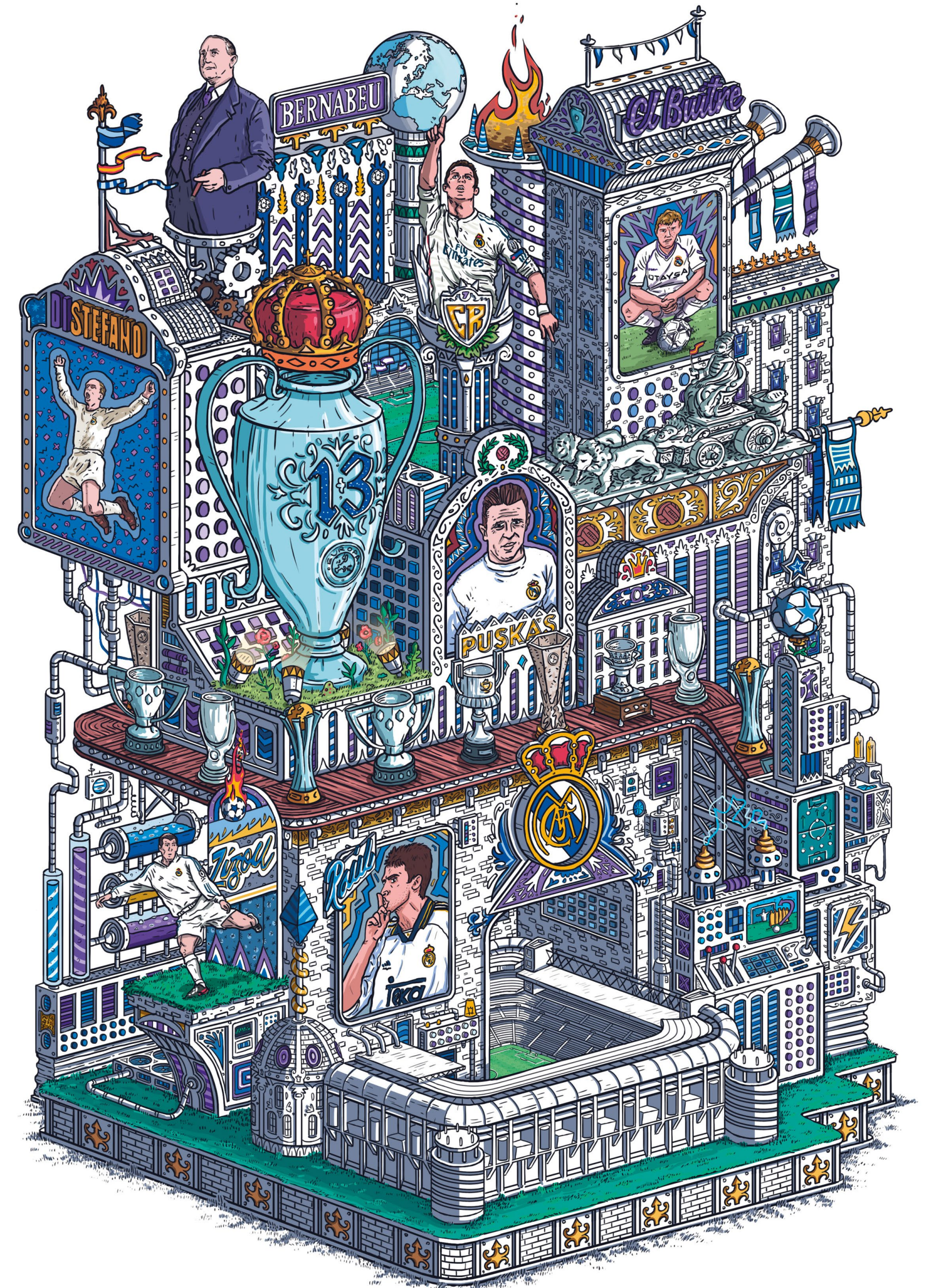
Following content-affirming partnerships with the likes of The Guardian and The Athletic - both partners of TFT - print was the next step in 2016 to forward **These Football Times** into the largest independent sports publisher in the UK.

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 no-bias **authentic football content**.

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 160 countries. With so much more planned, this is just the start.



REAL MADRID MAGAZINE
JAVIER ARRES
2018

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

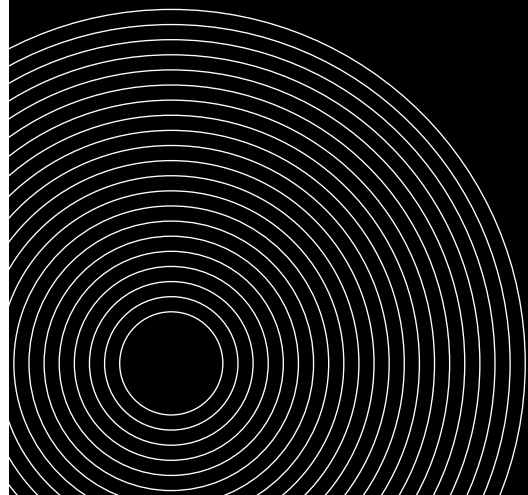
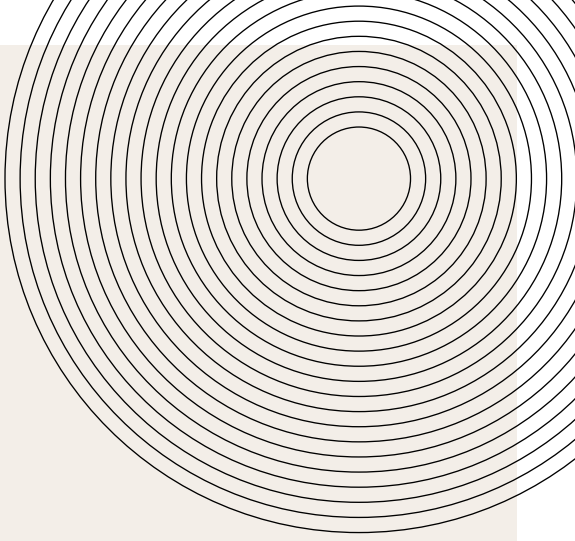
The These Football Times newsletter is a **non-intrusive** way to release our magazine. We don't email frequently and offer **rewards** for signing up, keeping it minimal for maximum effect, something surveys we've conducted in the past have pointed to. People's inboxes are cluttered enough without meaningless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



38k | LIST SIZE



46% | OPEN RATE



THESE FOOTBALL TIMES

QUALITY + ETHICS

PRINT QUALITY

Using only the finest **carbon neutral** 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.

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

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

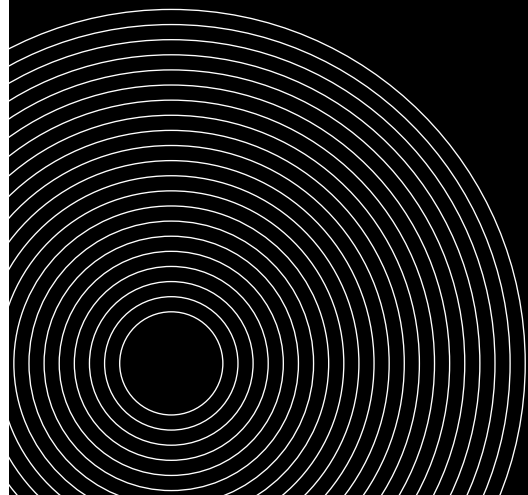
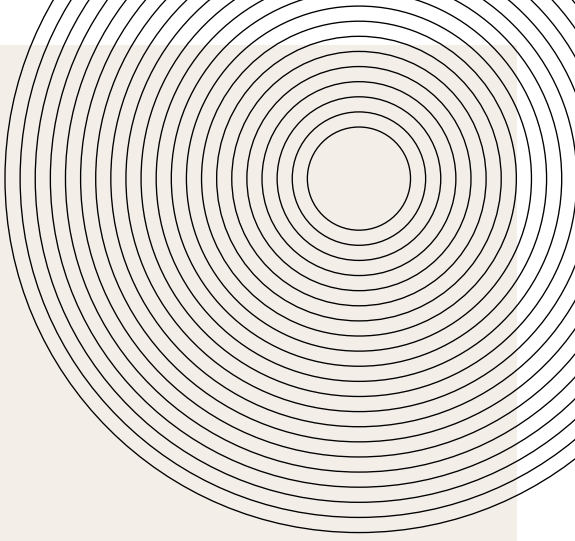
These Football Times is a **celebration** of great football writing. But that doesn't come easy. In a sport dominated by clickbait writing, media bias and disgruntled fans, frustrated with how their content is delivered to them, we have recruited and retained some of the **best writers** in the sport.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

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.

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 tenth year - presents a 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 their works, both online and video. If it's good enough for them ...



+PROJECTS

CLUB SHOWCASE: AS ROMA

In 2019, These Football Times joined forces with Italian giants AS Roma to produce a print and digital campaign on the history of the club.

The result was a magazine that was available in two covers; 148 pages on a century of Roma including exclusive interviews with Nicolo Zaniolo, Francesco Totti and Daniele De Rossi.

For the digital campaign, the team were present pitchside for De Rossi's final Roma game. The end product was a photojournal through the day, from his arrival at the stadium to his emotional final lap of honour.

The print magazine was sold natively on These Football Times as well as on the Roma clubshop and at the Stadio Olimpico.

The digital campaign was hosted on the AS Roma and TFT websites and had a million unique hits in the first three months.

Since then, Roma and These Football Times have worked on more projects digitally.



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

FEDERATION SHOWCASE: JAPAN

In 2023, These Football Times were asked by the Japanese Football Association (JFA) to produce a magazine exploring the greatest names in the history of Japanese football and the J League.

Teaming up with our friends in Tokyo, the team travelled the country photographing legends of the game and interviewing a range of stars.

The final product was printed and sold worldwide on thesefootballtimes.shop and was then translated to Japanese and printed and sold in Japan via the JFA.

As a result of the success of the campaign, the JFA and These Football Times will be producing a video documentary on the culture of Japanese football in 2025.

Furthermore, the Uruguayan Football Association saw the campaign and are now working with These Football Times on a magazine that follows a similar theme to the Japan one.



COVER:
JAMES YUILL
BERLIN, GERMANY

BRAND SHOWCASE: ADIDAS

These Football Times and adidas have a long-term relationship that stretches back to 2014.

In its early phases, the content focused on product reviews before shifting to digital campaigns upon new releases of boots and kits.

In 2022, These Football Times approached adidas about producing a magazine that explores the history of the brand in football.

What followed was a 124-page print and digital magazine that explores how adidas transformed football through its innovation in the sport, from its boots and kits to technology and design.

The magazine was sold natively on the-[sefootballtimes.shop](https://www.footballtimes.shop) and was distributed at the adidas HQ in Germany.

A total of 59,000 units were sold in its first run in 2022 before being printed again in 2024, selling 21,000 more.



COVER:
YONI WEISBURG
LONDON, ENGLAND



+ ONLINE

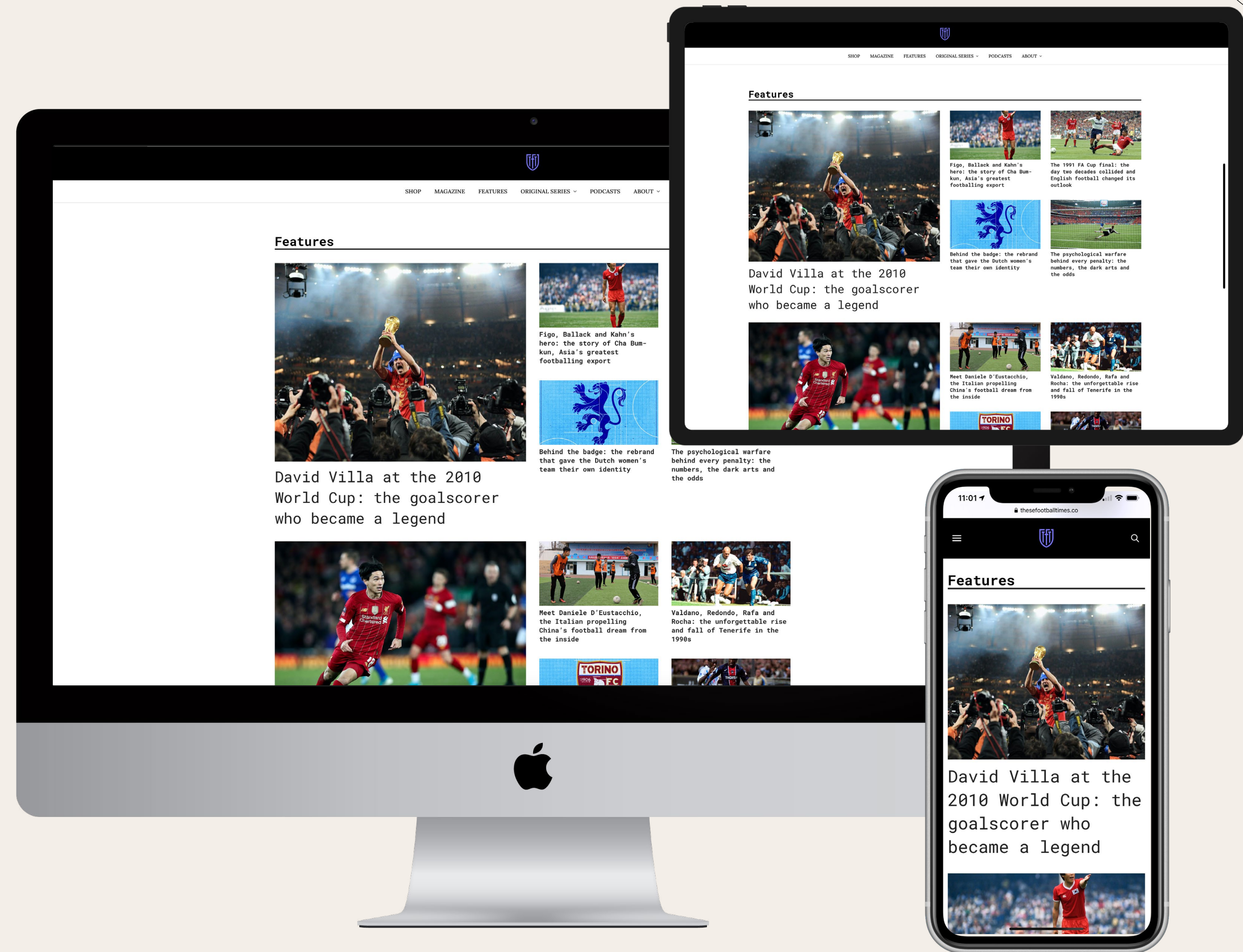
ABOUT THE WEBSITE

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.

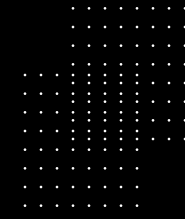
On thesefootballtimes.co you won't find your page littered with ads - in fact, we don't make money off the website. It's a labour of love, a collection of the best **literary minds** the game has to offer.

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



THESE FOOTBALL TIMES

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.

+ 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.

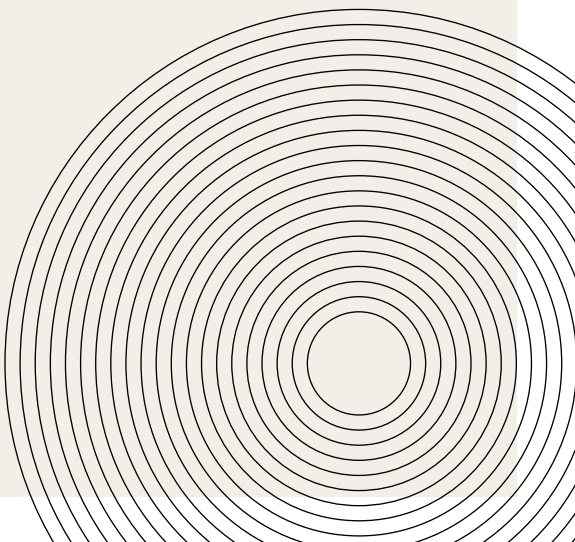
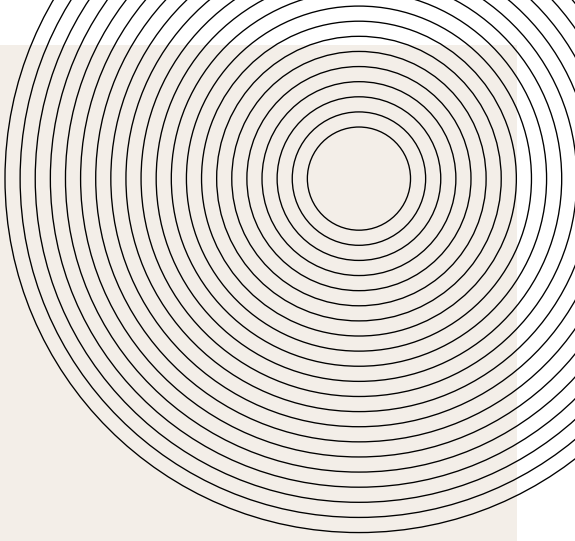
+ 160

These Football Times is read in 160 countries.

+ 500

Over 500 writers have featured on the website.

MEDIA KIT



AUDIO

AUDIOBOOM, APPLE, SPOTIFY
AND ALL MAJOR PLATFORMS

CURATORS: STUART HORSFIELD,
STEVEN SCRAGG, GARY THACKER, AIDAN
WILLIAMS, PAUL MC PARLAN

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.

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.

+ 460

Over 460 podcasts in the network.

+ 3

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

+ 15

Fourteen Original Series online now.

+ 12,231

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

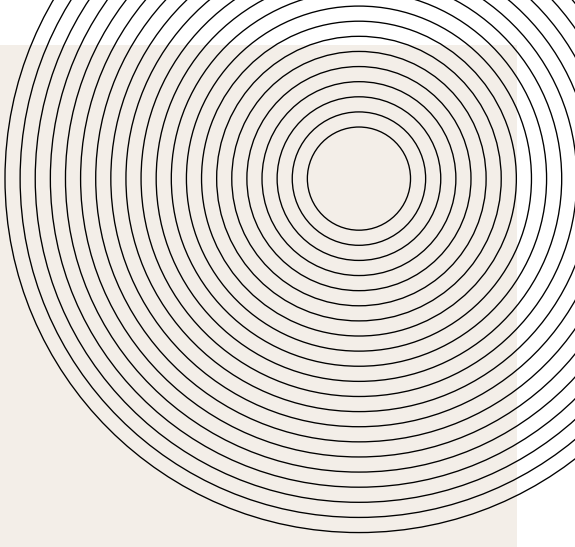
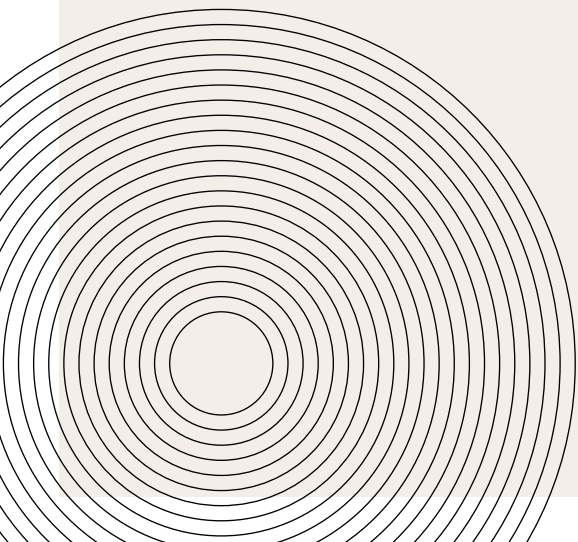
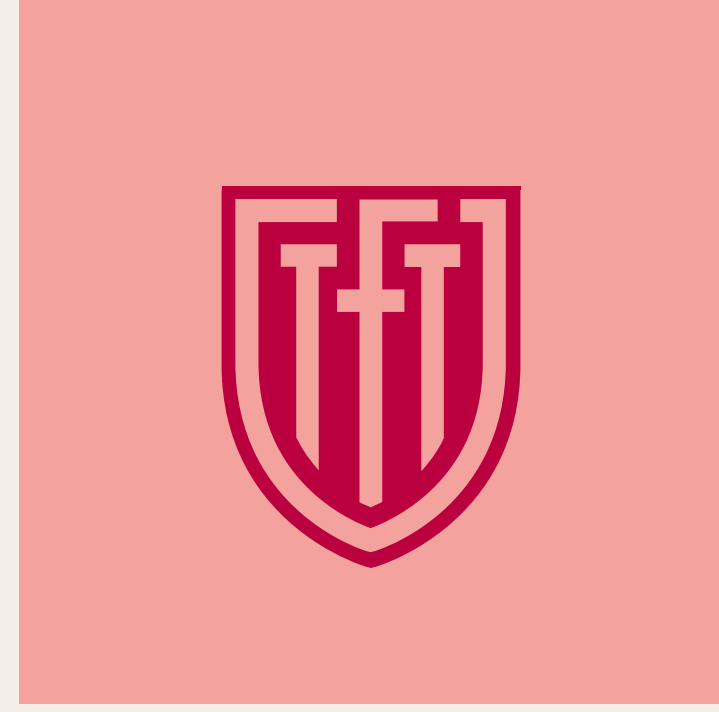
These Football Times
had gone through many
iterations of a logo -
until we hired Chris
Payne in 2019.

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.





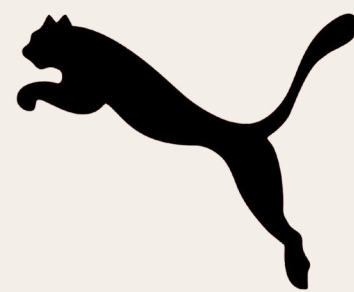
+COLLABORATION

SOME OF THE NAMES WE'VE WORKED WITH AND FEATURED

The
Guardian



FIFA



PSV



+CONTACT

CONTACT

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Steven Scragg
Christopher Weir
Gary Thacker
Stuart Horsfield
Aidan Williams
Paul Mc Parlan
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Facebook: @thesefootballtimes
LinkedIn: @thesefootballtimes
Audioboom: @thesefootballtimes



MEDIA KIT

