

# ONLINE MAGAZINE

www.totalfootballmag.com



TOTAL FOOTBALL MAGAZINE is a fresh approach to the world of football. This exciting **online football magazine** brings you the latest news and updates from the Premier League down to grass roots football - including everything from the Champions League and the Championship, to non-league, Scotland, Wales, women's football and much more.



Our editorial team have been there and done it – from reporting on grass roots and non-league football for local weekly papers to writing about the World Cup for magazines and publications globally. **We love writing about football!**

We have **over 60 writers contributing** to the online magazine ensuring the latest news is at your fingertips.



## PREMIER LEAGUE

All the latest Premier League news, transfers, features and opinion – including exclusive interviews.

## CHAMPIONSHIP, LEAGUE 1 & LEAGUE 2

Bringing you the latest news, features and opinion.

## NON-LEAGUE & HOME NATIONS

Updates and features from non-league football plus the latest news and opinion from Scottish, Welsh and Irish football.

## OTHER FOOTBALL NEWS

International football news, women's football and much, much more.

## FEATURES & INTERVIEWS

We look at some of football's hottest topics - from Middle East investment to new football books that examine how fashion influences the game - it really is that broad. We interview players from the highest level and chairmen intent on pointing top flight clubs in the right direction.

## COLUMNS, FORUMS & ANALYSIS

Bringing you an invaluable insight from insiders in the world of football. From players and agents to coaches and managers. You can have your say too!

## PRODUCTS & SERVICES

We look at the latest technologies and services in the world of football. You can pay to have your product or service profiled.

## EFFECTIVE MARKETING TO A FOOTBALL-LOVING AUDIENCE

Total Football Magazine is an effective way of raising awareness for your product or service. **Total Football attracted an average of 60,000 unique visitors per month** in 2012 and our aim is to increase our audience in 2013. Our readership is worldwide, although 90% of visitors to www.totalfootballmag.com are UK-based.

## WHY IS TOTAL FOOTBALL AN EFFECTIVE WAY TO ADVERTISE YOUR PRODUCT OR SERVICE?

As an online football magazine, Total Football has unique content and covers the whole spectrum of football, with interesting news and features that football fans want to read. **We can offer tailored advertising packages that work for you to secure a return on investment** and we can publish engaging features about your product or service that will significantly boost interest in what you have to offer.



**OVER 60,000 UNIQUE VISITORS PER MONTH IN 2012 -  
GIVING YOU DIRECT ACCESS TO YOUR TARGET CUSTOMERS**

# ONLINE ADVERTISING

www.totalfootballmag.com

## MAKE A BIG IMPRESSION

TOTAL FOOTBALL MAGAZINE was launched in September 2011 and has already made a serious impression in the football world.

Month on month our visitor figures are growing rapidly. The readership has included buyers, clubs, teams, coaches, players, retailers and fans of the game.

If you want to have your products and services in front of these prospective customers every day then you must **book an advertising banner now!**

Web banners are considered to be a **very effective** form of advertising and offer a **low cost** way of getting your brand in front of a targeted audience - letting you track the success of your advertising on a daily, weekly or monthly basis.

Advertorial features can also be provided in the Extra-time section of the magazine for just £200/feature\*.

The features can profile products and services. We will also carry out independent product reviews and do market surveys to test customer appetite.

\* Rate reductions apply to multi-month and multi-feature bookings.

The screenshot displays the Total Football Magazine website interface. At the top, there are navigation tabs for 'HOME', 'PREMIER LEAGUE', 'CHAMPIONSHIP, LEAGUE 1 & 2', 'NON-LEAGUE', 'SCOTLAND, WALES & IRELAND', 'WOMEN', 'OTHER NEWS', 'FEATURES', 'EVENTS', and 'CONTACT'. A 'Platinum' banner is shown at the top right, with a price of £300/month\* (300x100px) and a blue arrow pointing to it. Below this, a 'Gold' banner is shown with a price of £225/month\* (120x600px) and a blue arrow pointing to it. At the bottom, a 'Silver' banner is shown with a price of £175/month\* (120x240px) and a blue arrow pointing to it. The website content includes a 'The Score' section with news headlines, a 'Features' section, and a 'LEAGUE TWO' section with various football news items. A sidebar on the right features 'TERITEX' advertisements for quality sportswear and accessories.



To discuss banner advertising on TOTAL FOOTBALL MAGAZINE online or opportunities at forthcoming events contact: Mark Roach, Editor:  
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