

# MEDIA PACK

## THE WOMEN'S FOOTBALL MAGAZINE



A CELEBRATION OF WOMEN'S FOOTBALL FROM  
GRASSROOTS TO THE HOME NATIONS

CONTACT: HELEN ON 07850 553605/ [HELEN@THEWOMENSFOOTBALLMAGAZINE.COM](mailto:HELEN@THEWOMENSFOOTBALLMAGAZINE.COM)



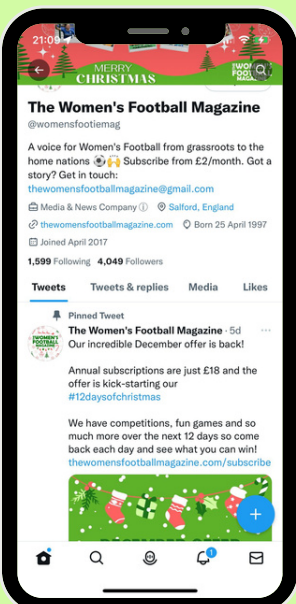
# ABOUT US

# A MAGAZINE TO INSPIRE

The Women's Football Magazine is a UK-run small business with a committed and loyal audience across all our platforms.

We are dedicated to promoting the women's game across all levels in a fun, inspirational way.

Since our launch in 2017 to present day we've grown within a household name in the industry. The Women's Football Magazine features award-winning journalism and photographers. People can pick up a copy of the magazine worldwide through our digital issues.



"This magazine is the best women's football magazine around ran by a superb set of people. It's a highlight when a new issue drops" - Frank



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## OUR BRAND

# TWFM DIGITAL & PRINT FAMILY

## MONTHLY DIGITAL MAGAZINE

Now over 60 issues, The Women's Football Magazine is the only magazine which covers women's football from grassroots to the four home nations.

**READERSHIP: 1K +**

## NEWSLETTER

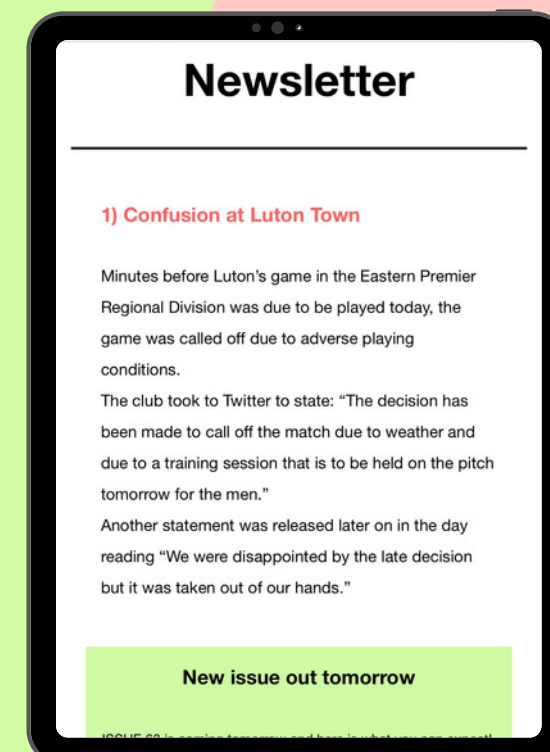
A weekly resource of women's football news from across the world.

**2K + SUBSCRIBERS A WEEK**

## SOCIAL MEDIA

Active, vibrant, interactive channels spanning Instagram, Twitter, Facebook and TikTok

**6K + COMBINED FOLLOWERS**



**COMBINED MONTHLY REACH 10K +**



## CALENDAR

Annual calendar featuring the best women's football photos from the year

**100+ ORDERS PER CALENDAR**

## PRINTED EDITIONS

Quarterly printed editions covering tournaments, year reviews and the best of women's football

**300+ ORDERS ISSUE**



## AWARDS

Industry-recognised awards celebrating the best in women's football across all the leagues

**4K + NOMINATIONS & VOTES**

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# CONTENT PILLARS



**BARCLAYS**  
WOMEN'S  
SUPER LEAGUE

## WSL

Features, interviews and news stories covering the top flight of women's football in the UK



**BARCLAYS**  
CHAMPIONSHIP

## CHAMP

Covers the second flight of women's football with news stories, match reports, interviews and features



**THE FA**  
NATIONAL  
LEAGUE

## N.L.

The only magazine to cover the third tier of women's football with exclusive interviews and features



**GRASSROOTS**  
FOOTBALL

## GRASS

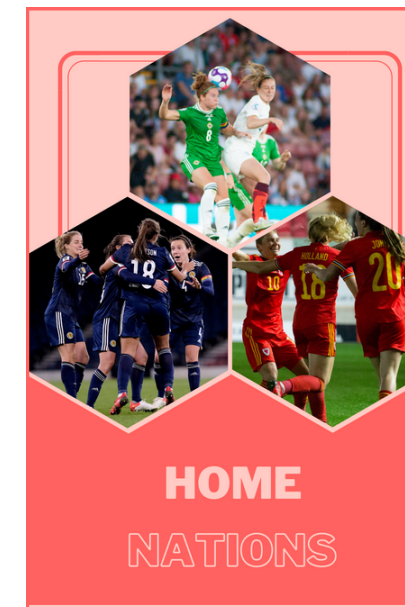
Celebrating the game at grassroots level, telling untold stories and celebrating our season ticket clubs



**CUP**  
COMPETITIONS

## CUPS

Covering cup competitions including the Champions League, FA Cup, Conti Cup and National League Cup



**HOME**  
NATIONS

## HOME

The only magazine to cover all four home nations in every issue with exclusive stories, news articles and features



**INTERNATIONAL**  
TOURNAMENTS

## TOURNS

Features, news stories and match reports covering international tournaments across all the age groups



**AROUND**  
THE WORLD

## WORLD

Covering women's football stories from outside the UK with reports, stories and features



## OUR READERS

- Our readers range from 14-82 and range across all genders
- We have subscribers to our products from all over the world including UK, USA, Canada, Japan and Norway
- In the UK, our biggest catchment areas are the North West & North East
- We have renewal rate of 96% across all sections



## TWFM COMMUNITY

# SEASON TICKETS & LOCAL FA

## SEASON TICKETS

- Aimed at football teams, TWFM Season Tickets are heavily discounted annual subscriptions for up to 25 members
- On top of the subscriptions, Season Ticket holders also get exclusive interviews and features in the magazine as well as opportunities to keep us up with any news or celebrations
- Our Season Ticket section of the website promotes our clubs with news, contact details and information for prospective players and parents

**CURRENTLY HAVE OVER 40 CLUBS RANGING FROM 25 - 100 MEMBERS**



## LOCAL FAs

- We have been working with a number of local FAs to promote the women's game at grassroots level
- We promote their work through news stories and features in the monthly, digital magazine and events through the newsletter
- Members of TWFM are regularly involved with events speaking about the magazine and discussing season ticket options with interested clubs
- Local FAs we are currently working with include Manchester, Liverpool and the English Schools FA





# MAGAZINE & CALENDAR

## TRADITIONAL ADVERTISING

Creating the biggest and best impact for your brand with three size options to chose from: full page, half page or quarter page strip

Options available in our monthly, digital magazine and our bi-annual printed issues



## CALENDAR

Our annual A4 calendar.

featuring the best photos throughout the year, is one of our most popular products

Options are available for exclusivity or individual strip adverts



## ADVERTORIALS

The perfect way to tell your story through an interview feature whether it's a 'Day in the Life', a letter to your younger self or a traditional style feature, there are lots of ways our writers can produce articles to promote you and your business

### Is football coming home?

By Matt Johnson

I first watched women's football at the 2005 World Cup. After that I began following the Lionesses but did not really follow the WSL, that closely as being a Manchester United fan there was not a team for me to support at that point.

As soon as United announced the formation of the women's team in 2018 I began following the team and the women's game as a whole. I was living in West Sussex at the time and, as this was in the days before the FA Player, there was not much coverage of the Women's Championship so I relied on social media to follow the team's progress.

I was able to get to two games that season, the away game against Tottenham Hotspur at Chequers, and the final game of the campaign against Lewes when the team lifted the Women's Championship trophy. I moved up to Manchester in September 2019, so since that move was confirmed I bought a season ticket and joined the Manchester United Women Supporters Club. In 2020 I began writing match previews and match reports for the MWSFC blog, where I cover every United Women game throughout the season. This proved valuable experience alongside my

journalism degree, which completed in April. I will be going to four games at Euro 2022. I will be a Spectator Services volunteer at the opening game between England and Austria at Old Trafford, while I will be going to three games as a fan: Netherlands v Portugal at Leigh Sports Village, Italy v Belgium at the Academy Stadium and the final at Wembley Stadium.

While the likes of Ada Hegerberg and Alexia Putellas will inevitably generate the most attention this summer, another player that is worth keeping an eye on is Paris Saint-Germain's France forward Marie-Ange Kattou. This season has seen Kattou hit 22 goals in 23 games at club level to become PSG's all-time leading scorer with 148 goals.

In terms of England's chances, perhaps the best gauge of their level came in February's Arnold Clark Cup, which saw them draw with Canada and Spain before beating Germany to secure the title. Sarina Wiegman will have been encouraged by what she saw in that tournament and will be hoping it will not prove to be the only time this year we see Leah Williamson lifting a trophy.

One thing that is very encouraging for England fans is that the spine of the team seems to be pretty settled. Wiegman has already made public that Mary Earps is her number 1 goalkeeper, while Millie Bright and Alex Greenwood have formed an effective partnership at centre back, with Leah Williamson and Karen Walsh doing likewise in midfield. After three successive semi-finals in recent tournaments, this should be the minimum expectation for the Lionesses, while they will also believe there is every chance this could be the summer England's 50-year wait for glory finally comes to an end.



**Children's book out now**  
In this book, Sarah is a young girl with a dream. All she wants to do is play football but when the boys in the park tease her and tell her she cannot play, she does not know where to turn. Written in verse with bright, supporting illustrations the story explores how Sarah's mum finds a way of helping her learn from the experience. After doing some research, her mum shows her that anything is possible when she puts her mind to it.  
Available at Amazon, Waterstones and all good book stores



### MARCO FLOREALE

on *The Game of Two Halves*

Football is everywhere at the footballers throughout their moment, especially with the careers and not just about their own. Football on a pitch every week, transfers or wage discussions, from, because of the recent World Cup qualifying 22 draw we got against the Austrians in Belfast. A match which we were 1 to 2 minutes away from winning. Lastly the match against England will be another huge test. But one I am very excited about. It is a chance to see how much we have improved since the recent World Cup qualifying matches against them. Yes, Norway, Austria and England are all very familiar and recent opponents to Northern Ireland.

When you ask people what they love about women's football nine times out of ten they will reply, "the friendly, family atmosphere". Players go out of their way to come talk to fans and interest and it is something which you can see more in this men's team as their Euros continued.

At the Game of Two Halves, they put education and branding as key areas they help their footballers develop.

Marco Floreale, co-founder is proud of what they do for their

#### Game of Two Halves

#### The Game of Two Halves

#### Part Two

Lionesses including midfielder Jill Scott appeared in an advert for Delloro recently.

"The more mainstream the women's game becomes, the more there will be available. As the women's game grows we want to make sure that our players grow with it and have the education to grow as well," Floreale added.

One of the other aspects A Game of Two Halves is proud to look after is a player's branding. This comes with how they represent themselves in life and online.

Social media has become a big part of everyone's lives. Most people will have some form of social media account whether it be Twitter, Facebook, Instagram, TikTok etc and that includes footballers from across all walks of life.

There are three sides to social media - the positive, the negative and the downright ugly and a Game of Two Halves has a team set up to help players through the middle of it.

Floreale said: "We looked into brand and how a player could become their own brand and create their own identity and revenue stream outside of playing football."

"The brand part for me is necessary to have in the current world, it's a good outlet to create your identity on social media. You can make some amazing money on things like Instagram. It all began with David Beckham, he was not just a footballer, he was a brand."

"With social media, the moment a player becomes more well known, there is this thing where people go back and look for skeletons in your closet where you have said something which you shouldn't."

"We are quite hot on making sure that players know how to deal with this, it's not a case of deleting it and pretending it never happened but it's a case of learning."

"Everyone can make a mistake or have an uneducated opinion but if you own it, learn from it and grow from it then you can show that you



"Everyone can make a mistake or have an uneducated opinion media channels and educate some people whose opinions but if you own it, learn from it you in why they need to do and grow from it then you can that show that you are moving on as a person."

"When you are a young person channels it is hard sit round a you may say something which table negotiating a contract if you think is cool, or trying to fit you have not learnt and owned it but then looking back at a these things."

"If you have these sorts of things on your social media you can prove you have grown as a person, you are more well-rounded. If you can prove you have grown as a person, you are more professional you realise what you said or wrote was wrong. If you can prove you have grown as a person, you are more professional you realise what you said or wrote was wrong."

"We have teamed up with a company who are experts in more highly of you, looking after your brand."

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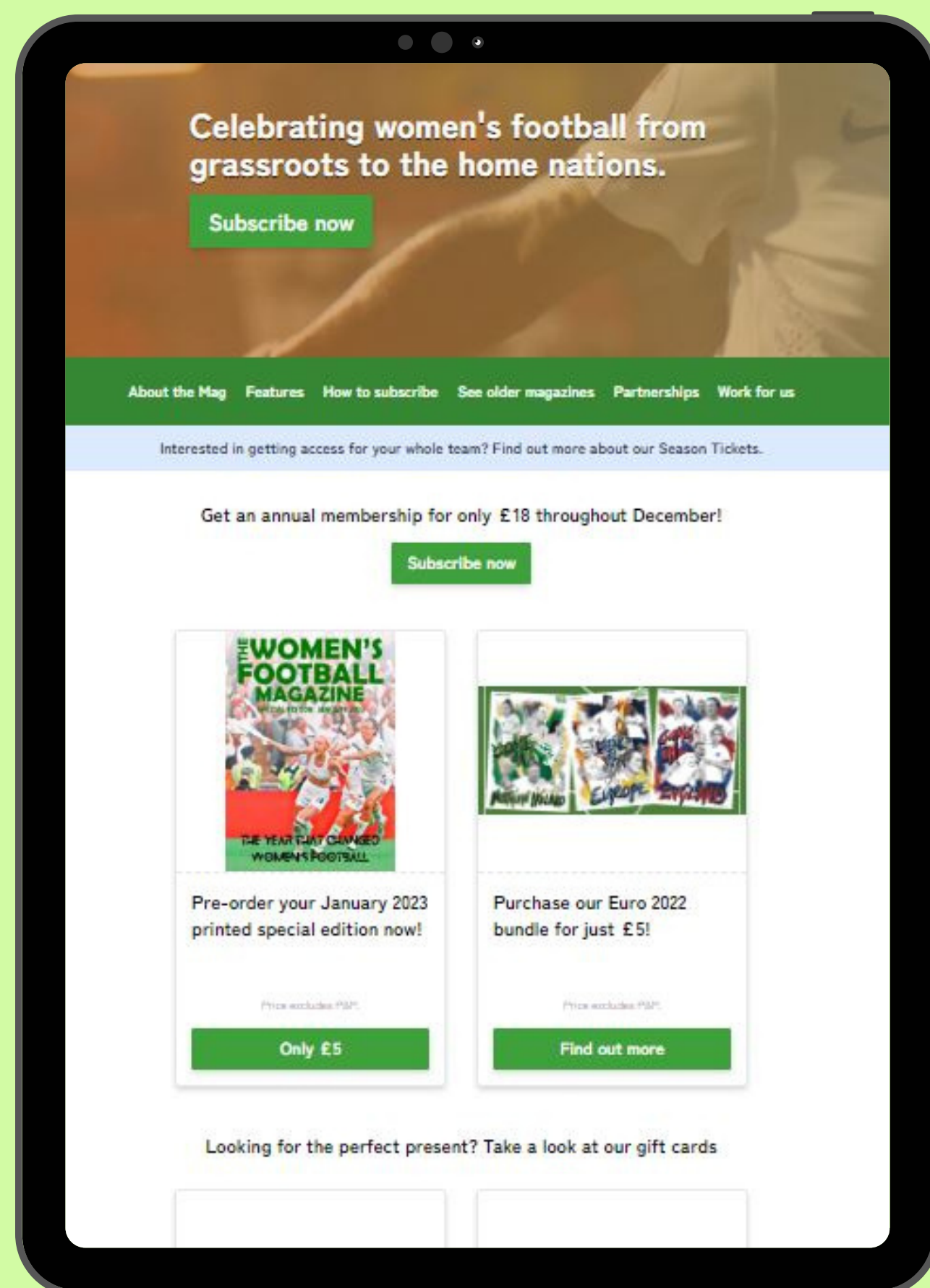
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# PRINT

## WEBSITE

The home for The Women's Football Magazine including our dedicated season ticket page promoting grassroots football



## DISPLAY AD

A range of sizes available to suit any budget

## SPONSORED CONTENT

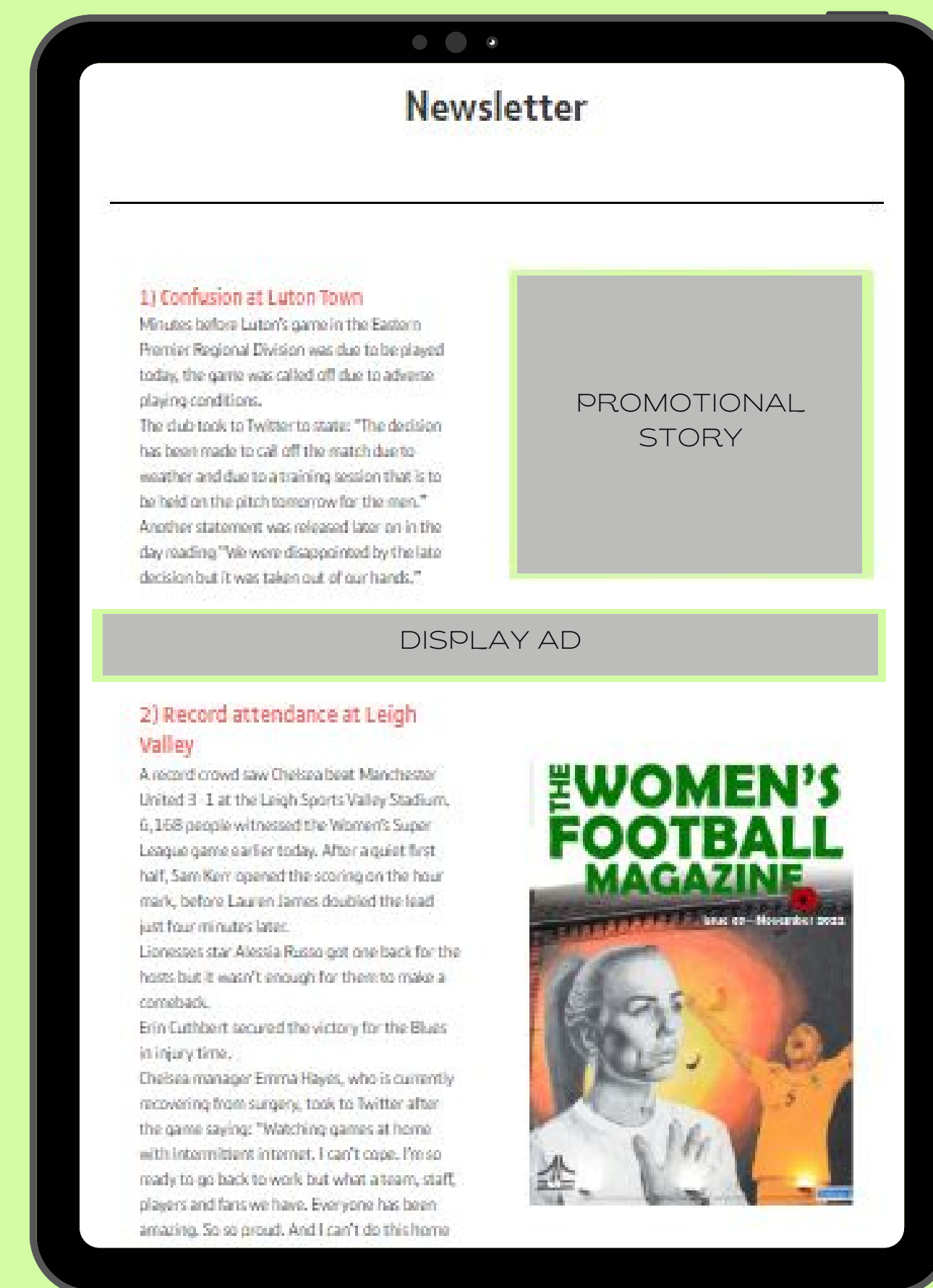
Let our readers get to know you and your business with a promotional story on the website or in the newsletter

## MARKETPLACE

Promote products and discounts with direct links to relevant web pages to increase sales

## NEWSLETTER

Our weekly newsletter is packed full of the latest women's football news, upcoming events and products





# RATES & SPECS

## DIGITAL MAGAZINE

### FULL PAGE

Size: 210mm x 148mm

- Inside Front Cover £200
- Back Page £250
- One issue £150
- 3 months £405
- 6 months £750
- 12 months £1500

### HALF PAGE

Size 148mm x 105mm

- One issue £85
- 3 months £230
- 6 months £425
- 12 months £850

### QUARTER PAGE STRIP

Size: 148mm X 53mm

- One issue £45
- 3 months £122
- 6 months £225
- 12 months £450

### ADVERTORIAL

Four A5 pages paid feature

- One issue £200
- 3 articles £500
- 6 articles £1000

## PRINTED MAGAZINE

Sizing same as digital magazine

### ONE ISSUE

- Inside front cover: £200
- Full page: £150
- Half page: £85
- Strip: £45

### FOUR ISSUES

- Inside front cover: £600
- Full page: £450
- Half page: £255
- Strip: £135

### FOUR ISSUES + 12 DIGITAL

- Inside front cover: £1950
- Full page: £1750
- Half page: £995
- Strip: £525

### CALENDAR

Size: 52 mm x 12mm

Exclusive advertising £375

- Individual strip adverts £50

## WEBSITE

### ADVERTS

Duration 12 months

- Leaderboard 90 x 728 pixels (mobile 50 x 320 pixels) £1700
- Square 250 x 250 pixels £798

### SPONSORED CONTENT

Duration 6 months

Features page £650

### SOCIAL MEDIA

One off posts

- Facebook shout out £195
- Facebook competition £225
- Twitter shout out £195
- Instagram post £150
- Instagram competition £225

"A top read, made by people that really are passionate and care about the women's game. I would definitely recommend this to everyone, those that know about the women's game, and those looking to find out about it for the first time"

- BateTV

## A FEW BRANDS WHO LOVE TO ADVERTISE WITH US

