

THE NON-LEAGUE PAPER

ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME



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THE NON-LEAGUE PAPER

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Sunday
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£2

ON SUNDAY/MONDAY THE ORIGINAL AND THE BEST

INSIDE: CURETON ON LIFE AS A GAFFER
AND **NATIONAL LEAGUE REVIEW**
PLUS **MCQUOID: MY BIGGEST BATTLE**

HATTERS' RAPID RISE TO PREM

HISTORY BOY: Luton Town's Pally Ruddle celebrates becoming the first player to go from Non-League to the Premier League with the same club - see pages 16-17

etBATTLE

OUT OF THE PITS

Hednesford set to play on after

HEDNESFORD TOWN By Andy Mitchell
savour Hayden Dando says he couldn't stand by and watch 143 years of history go down the drain after a deal was struck to keep the season.
Dando worked "around the clock" with close friend and outgoing chairman name Graham Jones, as well as ex-chairman and stadium owner Steve Peter and secretary Terry McMahon to fulfil
FA requirements and withdraw the club's resignation from Step 4.
Dando told *The NLP*: "I am here until we find the right person. Point-blank, I am not going to allow 143 years of history to just disappear, and I could not have that on my conscience. I love football and that would have been horrible."

STER'S FIERCEST RIVALRY

• FULL STORY SEE PAGE 9



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The Non-League Paper is the only publication that covers the entire landscape of Non-League football – from the National League at the top of the Pyramid down to grassroots. It is the recognised authority on Non-League football. Established since 2000, as the pre-eminent publication dealing with the national game, The Non-League Paper reports on all of the weekend's match action from The National League down to Step 6, including the early rounds of the FA Cup, FA Trophy and FA Vase along with all the key news from across the game. The NLP is The UK's best-selling football publication on newsstands nationwide..

Attention, engagement & reach

Top line audience figures...



AUDIENCE PER ANNUM

804k



IMPRESSIONS PER ANNUM

32.9 million



TWITTER

FOLLOWERS

77.4k

IMPRESSIONS

29.4m



FACEBOOK

FOLLOWERS

14.6k

IMPRESSIONS

894k



(inc subs)

COPIES SOLD

788k

COPIES READ

1.2m



WEBSITE

UNIQUE USERS

683.7k

IMPRESSIONS

1.24m



NEWSLETTER

SUBSCRIBERS

5.7k

OPEN RATE

31.2%

Audience profile

83%
UK BASED

82.3%
MALE

96%
OF FANS TRUST AND RESPECT

88%
AGED OVER 25

90%
REGULARLY ATTEND

22.3%
REGULARLY PLAY

18.3%
ARE CLUB OFFICIALS

Audience key interests



79.2%
WENT ON HOLIDAY



85.3%
PURCHASED GENERAL CLOTHING



73.4%
DONATED OR PARTAKEN IN CHARITY/FUNDRAISING EVENTS



71.4%
BOUGHT SPORTS CLOTHING AND EQUIPMENT



69%
PURCHASED MUSIC



59.9%
BOUGHT MALE GROOMING PRODUCTS



50.3%
PLACED BETS



64.2%
PURCHASED SPORTS MERCHANDISE, GIFTS AND MEMORABILIA



68.1%
BOUGHT CONSUMER ELECTONICS (eg. new TV)



54.9%
ASDASDASDASD ASDASDASDASD

Our audience: Fanatics, fans & followers



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Steps 1-6... we have it covered



ISUZU THE PICK-UP PROFESSIONALS



NON-LEAGUE PAPER ON SUNDAY/MONDAY 2023 CALENDAR

NON-LEAGUE NUMBERS...

3 million

The number of people the Football Association estimate play football throughout the UK

30,000

Clubs involved

1,000+

The number of football results in The Non-League Paper every Sunday

300

The number of match reports in The Non-League Paper every Sunday

No.1

Selling adult football title in the UK

Chris DUNLAVY
A FRESH TAKE ON FOOTBALL

A TEAM THAT TIME FORGOT

Top Columnists

Chris Dunlavy is a former professional footballer who has spent the last 15 years working in the media. He has written for the Football Association, the Football League, and the Football Conference. He is also a regular contributor to the Non-League Paper. His writing is known for its insight and passion for the game.

Follow the NLP on Twitter @NONLEAGUEPAPER

ISTHMIAN LEAGUE

SHAUN AIMS TO RAISE BAR HIGH

Shaun Williams is a former professional footballer who has spent the last 15 years working in the media. He is also a regular contributor to the Non-League Paper. His writing is known for its insight and passion for the game.

News

NATIONAL LEAGUE RESULTS

Diary of a Ground Hopper

Results

League	Home	Away	Score
National League	Woking	Woking	1-0
National League	Woking	Woking	1-0

NON-LEAGUE PYRAMID POSTER 2023-24

BUY IT IN YOUR LOCAL NEWSAGENT EVERY SUNDAY



ISUZU THE PICK-UP PROFESSIONALS NATIONAL GAME AWARDS 2022-23 NON-LEAGUE PAPER

National Game Awards

The Non-League Paper's prestigious and much celebrated end of season awards. We honour the great and good of the Non-League game. Become a sponsor of one of the awards and benefit from the significant media exposure with tailored news of award winners syndicated far and wide over TV and Radio, as well as national and regional press in addition to our own star coverage.

THE BIG INTERVIEW

KEVIN WILKIN

Buck stops with me, but we'll bounce back as one

Interviews

Kevin Wilkin is a former professional footballer who has spent the last 15 years working in the media. He is also a regular contributor to the Non-League Paper. His writing is known for its insight and passion for the game.

NATIONAL LEAGUE

DRAGENHAM & R1 vs WOKING 0

OLDHAM ATH 1 vs MIKE MAKES BOSS BEN WAIT FOR A FIRST WIN

ACE BANKS ON TOP SPIREITES

LINE-UPS

ACQUAH'S WALKING ON WATER

MIDENHEAD UTD 2 vs MIDSTONE UTD 1

CHESTERFIELD 1 vs SOUTHEND UTD 1

ALDRSHOT TN 2

THE MONEY AS STRIKE IT RICH

NO MERCY FOR MAHER IN A SHOTS FIGHTBACK

MATCH REPORTS

Calendars and Pyramid Posters

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

The Pyramid Poster is a much-loved league-by-league guide displaying the club allocations each season. It offers the perfect place for your brand to feature with posters hung on clubhouse, changing room and bedroom walls all over the country.

Advertising opportunities



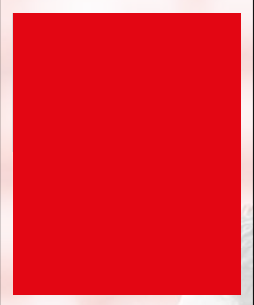
Advertorials



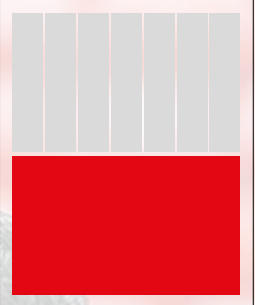
Sponsorship

...Print

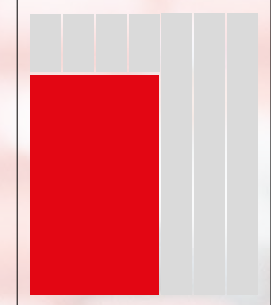
Standard advert sizes



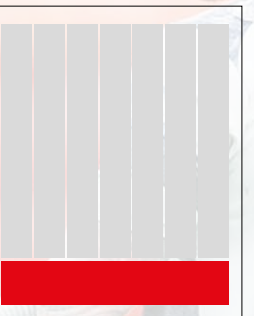
FULL PAGE
259mm wide x
320mm high
£1,250



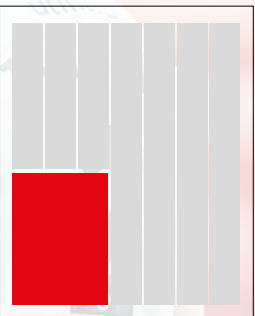
HALF PAGE
259mm wide x
158mm high
£800



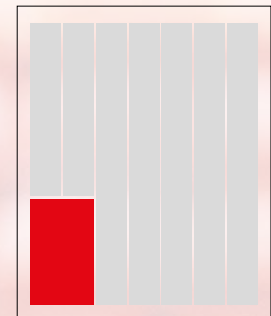
20x4
147mm wide x
250mm high
£625



FRONT STRIP
259mm wide x
50mm high
£800



15x3
109mm wide x
150mm high
£335



12x2
72mm wide x
120mm high
£195

Tactical Ad Placement

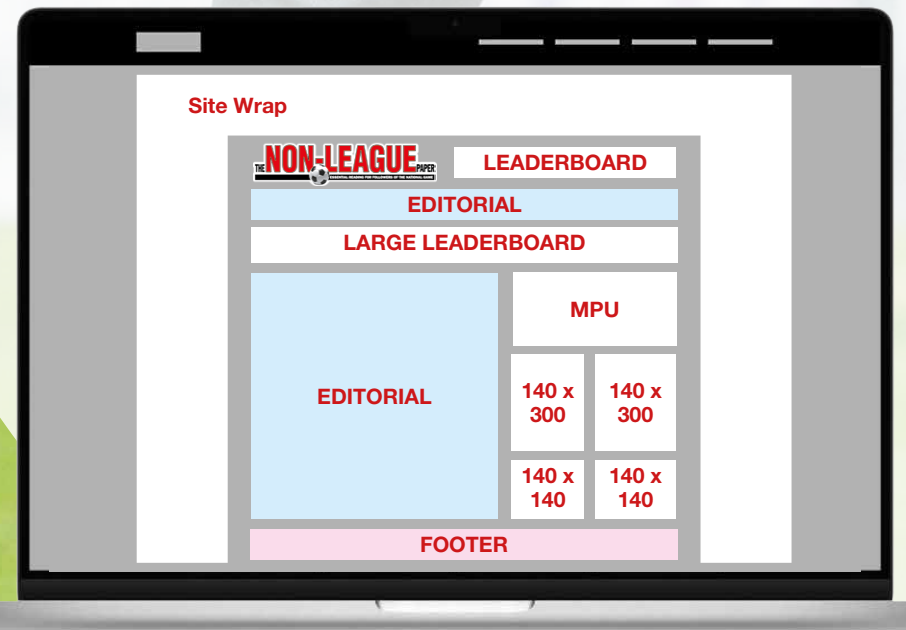


Branded Content



...Digital

Standard desktop & mobile sizes



STANDARD Desktop & Mobile Specs:

Site WRAP	Price on application
Leaderboard	£600
Large Leaderboard MPU	£600
MPU	£300
140 x 300	£250
140 x 140	£200

CUSTOMISED

Native/Sponsored posts	POA
Social	POA
Newsletter	£125 per week

DISCOUNTS:

Rates can be discounted depending on level of activity. Contact Graham Wright on 0845 6380 704 or email graham.wright@greenwayspublishing.co.uk for more information and other ad sizes.