

THE NON-LEAGUE PAPER

ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME

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

Our audience: Fanatics, fans & followers



THE NON-LEAGUE PAPER



ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME

Steps 1-6... we have it covered



ISUZU THE PICK-UP PROFESSIONALS



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



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.

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 writing for the Non-League Paper. He is a former player for several clubs, including Luton Town, and has a deep knowledge of the non-league game. His columns are known for their insight and passion.

ISTHMIAN LEAGUE

SHAUN AIMS TO RAISE BAR HIGH

News

Shaun, who writes for the Isthmian League, is a former professional footballer who has spent the last 15 years writing for the Non-League Paper. He is a former player for several clubs, including Luton Town, and has a deep knowledge of the non-league game. His columns are known for their insight and passion.

NATIONAL LEAGUE RESULTS

Results

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

THE BIG INTERVIEW

KEVIN WILKIN

Interviews

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

Kevin Wilkin is a former professional footballer who has spent the last 15 years writing for the Non-League Paper. He is a former player for several clubs, including Luton Town, and has a deep knowledge of the non-league game. His columns are known for their insight and passion.

NATIONAL LEAGUE

ACE BANKS ON TOP SPIREITES

Match Reports

ACE BANKS ON TOP SPIREITES

ACE BANKS ON TOP SPIREITES

CHESTERFIELD 1

THE MONEY AS STRIKE IT RICH

Match Reports

THE MONEY AS STRIKE IT RICH

THE MONEY AS STRIKE IT RICH

NON-LEAGUE PAPER

ON SUNDAY/MONDAY 2023 CALENDAR

NON-LEAGUE PYRAMID POSTER 2023-24

BUY IT IN YOUR LOCAL NEWSAGENT EVERY SUNDAY

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



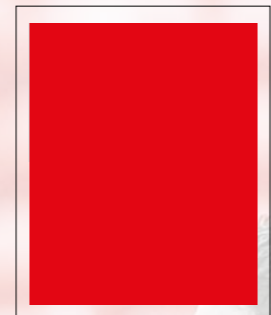
Advertorials



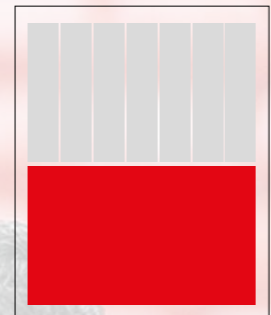
Sponsorship

...Print

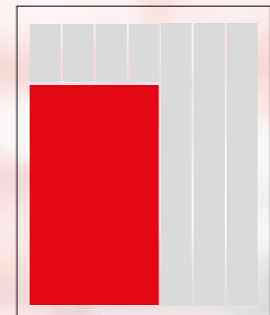
Standard advert sizes



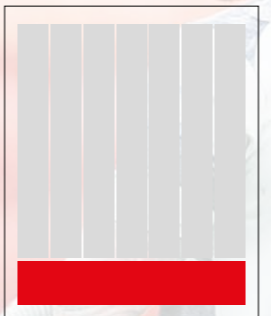
FULL PAGE
259mm wide x
320mm high
£1,250



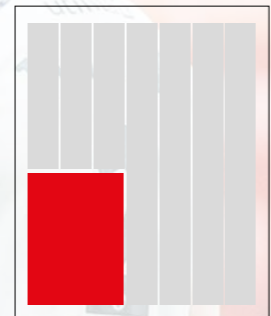
HALF PAGE
259mm wide x
158mm high
£800



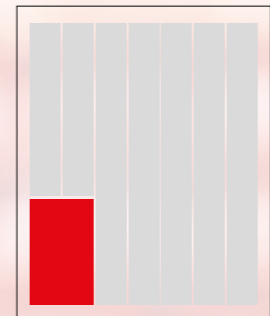
20x4
147mm wide x
250mm high
£625



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

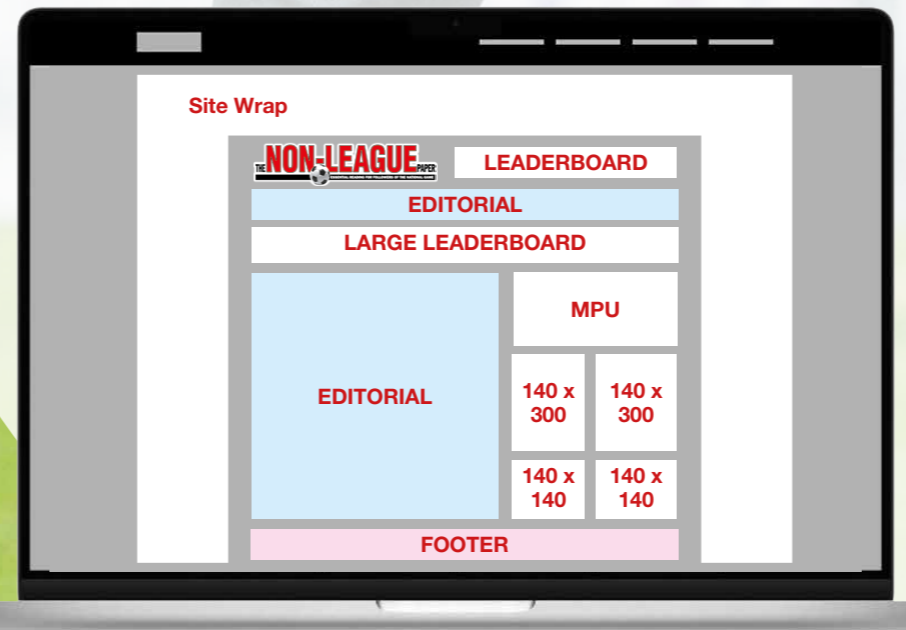


Branded Content



...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 Sam Emery on 020 8971 4333 or email sam.emery@greenwayspublishing.com for more information and other ad sizes.