



# THE HALF DECENT FOOTBALL MAGAZINE MEDIA INFORMATION 2022



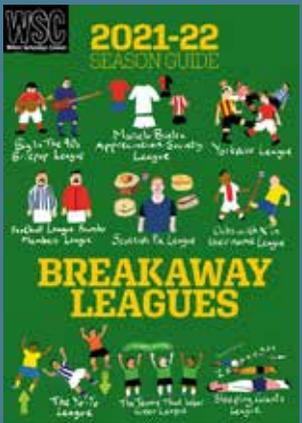
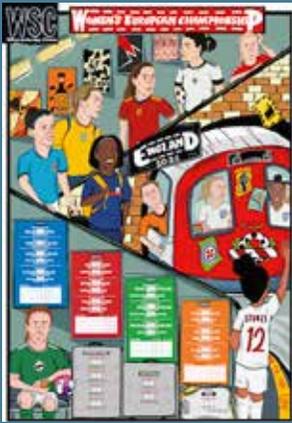
Featuring  
**Women's  
Euros  
World Cup  
2022**

# WSC

The half decent football podcast



# MAGAZINE PODCAST WEBSITE SOCIAL





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## About When Saturday Comes

**When Saturday Comes** is Britain's leading independent football magazine. Launched in 1986 and still going strong after over 400 issues, it aims to provide a voice for football supporters, offering both a serious and humorous view of the game. We're a thoughtful football magazine with a pronounced satirical edge. In each issue we aim to cover most of the major topics that fans are likely to talk about. Our content includes club articles from across the leagues and divisions, and topical comment on the state of the game in the UK and abroad, interlaced with a healthy dose of humour and sarcasm.

But don't just take our word for it – here's what some of our readers have to say:



“Lovely piece in **When Saturday Comes** about playing for World Cup minnows. The sort of writing that gives you a whole new perspective”

“One of the reasons I love **When Saturday Comes** is the quality of the writing”

“You can always rely on **When Saturday Comes** to deliver the best in football writing”

“**When Saturday Comes** is superb monthly journalism in the current age where everything else published is usually clickbait and promotionally driven by marketing teams”

The **When Saturday Comes** reader is a left-leaning man over 40. They are well educated and likely to be in a white-collar management position. They probably live in the south-east of England but can be found in urban centres all over the UK. They're involved in football in some capacity although play less than they used to. They like other sports, but most importantly have a wider range of interests such as politics and music; they're more likely to read *Private Eye* than another football publication.

**When Saturday Comes** is more than a print magazine. Our highly rated podcast has been enjoyed by over 70,000 listeners and we have a strong social media presence. There's even a photo archive from the matches we've covered over the years.

## Opportunities for 2022

- **Women's Euros** Tournament wallchart sponsorship
- **New season special** Season preview sponsorship
- **World Cup 2022** Tournament wallchart and team guide supplement sponsorship



Average monthly circulation  
15,616

Actively purchased  
100%

Subscriber  
80%

Gender  
96% male

wsc.co.uk  
123k users

Weekly Howl  
7k sent out each Friday

Podcast  
71k listeners

Social  
Twitter 45k  
Facebook 10k  
Instagram 2k

Sources: Publisher's statement, WSC reader survey 2021, platforms



## THE HALF DECENT FOOTBALL MAGAZINE

# Sponsor WSC's coverage of the 2022 World Cup



The 2022 World Cup kicks off at 10am on a Monday. In November. But despite the surprising venue and scheduling we'll be covering the tournament in our inimitable way.

WSC 426, on sale October 20 to November 30, will be the main focus and it will be a big seller – our Russia 2018 issue had our highest newsstand sale for 20 years, showing how important the World Cup is to all football fans.

Alongside the magazine will be a preview supplement and of course the legendary A2-size tournament wallchart designed by illustrator Dave Robinson. The whole package will be presented in full colour recyclable paperwrap so it'll look great on the shelves without harming the environment.

Get your brand in front of tens of thousands of football fans by sponsoring this year's tournament special. Our readers love to share their wallcharts on social media as can be seen from the response to Euro 2020 last summer: <https://bit.ly/3BmhoX7>. These social posts generated over 150k impressions and thousands of engagements.

The visuals from previous tournaments show how our pre-World Cup content will look. And in addition you'll get adverts in the magazine, your brand in front of our 10,000 subscribers, and on our podcast and email newsletter.

Contact [advertising@wsc.co.uk](mailto:advertising@wsc.co.uk) or call 020 3327 1050.



### Sponsorship package

- Branding on the tournament wallchart
- Branding on the preview supplement
- Full page advert in a premium position in WSC 426 (on sale October 20, issue contains wallchart & preview)
- Full page advert in a premium position in WSC 427 (on sale December 1, Christmas special)
- Branding on WSC 426 subscriber envelope
- Podcast pre-roll ad
- 4 x banner in WSC Weekly Howl email newsletter

**Cost £3,500**

Contact  
[advertising@wsc.co.uk](mailto:advertising@wsc.co.uk)  
020 3327 1050





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## Rates

### Print

Outside back cover £1,500  
Inside front cover £1,400  
Inside back cover £1,400  
Double page spread £3,000  
Full page £1,200  
Half page £600  
Quarter page £300  
Eighth page £150

Poster/supplement sponsorship  
Price on request

Loose inserts £40 per thousand

Subscriber copy paperwrap  
branding £200 per issue

### Digital

Social posts as part of ad package

### Weekly Howl

Headline banner £400  
Text content / logo £200

### Podcast

Episode branding £200

### Series discounts available

*Prices exclude VAT*

## On-sale dates

WSC 417 February 2022  
13 January (copy deadline 31 December)

WSC 418 March 2022  
10 February (copy deadline 28 January)

WSC 419 April 2022  
10 March (copy deadline 25 February)

WSC 420 May 2022  
14 April (copy deadline 1 April)

WSC 421 June 2022  
12 May (copy deadline 28 April)

WSC 422 July 2022 **WOMEN'S EUROS SPECIAL**  
16 June (copy deadline 3 June)

WSC 423 September 2022 **NEW SEASON SPECIAL**  
21 July (copy deadline 8 July)

WSC 424 September 2022  
25 August (copy deadline 12 August)

WSC 425 October 2022  
22 September (copy deadline 9 September)

WSC 426 Nov/Dec 2022 **WORLD CUP SPECIAL**  
20 October (copy deadline 7 October)

WSC 427 January 2023  
1 December (copy deadline 18 November)

## Technical specifications

### Print

DPS 420mm x 297mm  
Full page 210mm x 297mm  
Half page 194mm x 138mm  
Quarter page 95mm x 138mm  
Eighth page 95mm x 67mm

### Artwork

Print resolution PDF file as  
per PPA guidelines  
Bleed 3mm  
Type area 15mm gutter

1/8 page  
95 x 67mm

1/4 page  
95 x 138mm

1/2 page  
194 x 138mm

## Gambling advertising in WSC

The gambling industry is an increasingly influential presence in football. We can't comment on these deepening ties while taking money from the objects of the criticism so we do not carry gambling advertising.



Contact 020 3327 1050 [advertising@wsc.co.uk](mailto:advertising@wsc.co.uk)