



THE HALF DECENT FOOTBALL MAGAZINE MEDIA INFORMATION 2023



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 2023

- **Women's Euros** Tournament wallchart sponsorship
- **New season special** Season preview sponsorship
- **Podcast sponsorship** Reach thousands of listeners



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



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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 £60 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 428 February 2023
12 January (copy deadline 30 December)

WSC 429 March 2023
16 February (copy deadline 3 February)

WSC 430 April 2023
23 March (copy deadline 10 March)

WSC 431 May / June 2023
27 April (copy deadline 14 April)

WSC 432 June 2023
1 June (copy deadline 19 May)

WSC 433 July 2023 **WOMEN'S WORLD CUP SPECIAL**
29 June (copy deadline 16 June)

WSC 434 September 2023 **NEW SEASON SPECIAL**
3 August (copy deadline 21 July)

WSC 435 September 2023
7 September (copy deadline 25 August)

WSC 436 October 2023
5 October (copy deadline 22 September)

WSC 437 Nov/Dec 2023
2 November (copy deadline 20 October)

WSC 438 January 2024
7 December (copy deadline 24 November)

Technical specifications

Print

DPS 400mm x 285mm
Full page 200mm x 285mm
Half page 184mm x 132mm
Quarter page 90mm x 132mm
Eighth page 90mm x 64mm

Artwork

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

1/8 page
90 x 64mm

1/4 page
90 x 132mm

1/2 page
184 x 132mm

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