



# THE HALF DECENT FOOTBALL MAGAZINE MEDIA INFORMATION 2025



“One of the highlights of the month is when WSC drops through the letterbox”



# 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 450 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 2025

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



Average monthly circulation  
12,365

Actively purchased  
100%

Subscriber  
80%

Gender  
96% male

wsc.co.uk  
123k users

Weekly Howl  
7k sent out each Friday

Podcast  
71k listeners

Social  
X 45k  
Facebook 10k  
Instagram 2k

Sources: Publisher's statement, WSC reader survey 2024, 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 450 February 2025  
 16 January (copy deadline 27 December)

WSC 451 March 2025  
 13 February (copy deadline 31 January)

WSC 452 April 2025  
 13 March (copy deadline 28 February)

WSC 453 May 2025  
 17 April (copy deadline 4 April)

WSC 454 June 2025  
 15 May (copy deadline 2 May)

WSC 455 July / August 2025 **EUROS SPECIAL**  
 19 June (copy deadline 6 June)

WSC 456 September 2025 **NEW SEASON SPECIAL**  
 31 July (copy deadline 18 July)

WSC 457 October 2025  
 4 September (copy deadline 22 August)

WSC 458 November 2025  
 9 October (copy deadline 26 September)

WSC 459 December 2025  
 6 November (copy deadline 24 October)

WSC 460 January 2026  
 4 December (copy deadline 21 November)

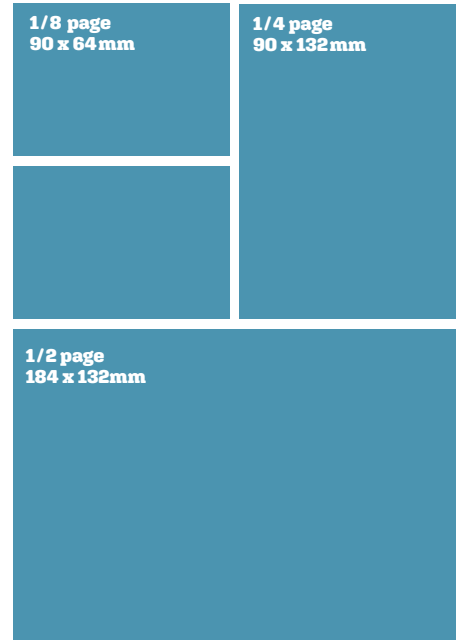
## Technical specifications

### 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



## 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 since 2018 we have not carried gambling advertising.



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