



THE HALF DECENT FOOTBALL MAGAZINE MEDIA INFORMATION 2026



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



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 2026

- **World Cup 2026** 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 No longer present
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	

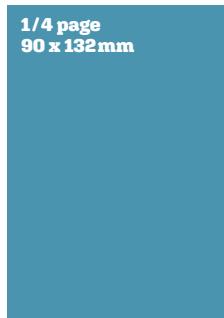
Prices exclude VAT

On-sale dates

WSC 461 February 2026	
15 January (copy deadline 2 January)	
WSC 462 March 2026	
12 February (copy deadline 30 January)	
WSC 463 April 2026	
12 March (copy deadline 27 February)	
WSC 464 May 2026	
9 April (copy deadline 27 March)	
WSC 465 June / July 2026	
14 May (copy deadline 1 May) WORLD CUP SPECIAL	
WSC 466 August 2026	
25 June (copy deadline 12 June)	
WSC 467 September 2026 NEW SEASON SPECIAL	
30 July (copy deadline 17 July)	
WSC 468 October 2026	
3 September (copy deadline 21 August)	
WSC 469 November 2026	
8 October (copy deadline 25 September)	
WSC 470 December 2026	
5 November (copy deadline 23 October)	
WSC 471 January 2027	
3 December (copy deadline 20 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