

GRIDIRON

TAKING FANS INSIDE AMERICA'S GAME

Gridiron magazine is the **ONLY** season-long American Football publication in the UK. Through various platforms in print and digital, plus the array of well-known NFL names we work with, Gridiron can expose your brand to a large, US Sports-mad audience keen to consume a variety of sports media. We are continually growing our audience alongside one of the UK's fastest-growing sports; therefore ensuring your campaign with Gridiron is a success!

ABOUT GRIDIRON

THE MAGAZINE

- **4,000** readers pcm across print and digital versions
- 8 issues a season covering NFL, NCAA, and much more!
- Fascinating insights from the biggest names in UK NFL media, including Sky Sports' Neil Reynolds, Jeff Reinebold, Mike Carlson and others



THE GRIDIRON SHOW

- NFL podcast hosted by TalkSport's Will Gavin and Olly Hunter
- Twice weekly during the season and additional shows during peak periods
- **3,500** listeners per week during the season



NEWSLETTERS

- Sent regularly to our highly-engaged database of approx. **10,000** subscribers
- Average open rate of **26.1%** / ave. CTR is **2.7%**

WWW.GRIDIRON-MAGAZINE.COM

- **65,000** page views/ **45,000** unique page views per month
- Regular features from The Gridiron Team
- Separate sections covering NFL and college football
- Interactive fantasy games and quizzes, and video content



GRIDIRON SOCIAL MEDIA

An audience of **15,000**  10,500+ followers
 3,500+ likes
 1,000+ followers

TESTIMONIALS

"The guys at Gridiron have been fantastic partners to work with as we have looked to build our brand. It was important for us to find the right outlet to grow awareness and we've found the targeted reach they provide us through their traditional publication, social media and public events channels has perfectly met our needs."

Ben Mortimer: *Owner, Touchdown Trips*

"We were very pleased with both the execution and attention to detail provided by Gridiron last season - looking forward to working with the guys again in 2018!"

James Fox: *Commercial Manager, Betfair Sports UK&I*



AD SPECS

PRINT:

Full Page	170mm (width) x 240mm (height) + 3mm bleed
DPS	340mm (width) x 480mm (height) + 3mm bleed on all sides

DIGITAL:

MPU	300 x 250
Banner ads	728 x 90, 300 x 100, 970 x 250 (3 x sizes for various platforms)



RATES

GRIDIRON MAGAZINE:

Double-page spread	£1,750 pcm
Outside Back Cover	£1,300 pcm
Inside Front / Inside Back Cover	£1,200 pcm
Full Page	£1,000 pcm
Half Page	£700 pcm

WEB:

Leaderboard	£800 pcm
MPU	£700 pcm
Monthly competition listing	£500

THE GRIDIRON SHOW:

Ad reads (30 secs)	£100 per show
Sponsored segment (10 mins)	£300
Sponsored shows	£1,000

E-NEWS:

Solus	£750
Banner adverts	£250 per issue

SOCIAL MEDIA CAMPAIGNS:

- Promotion of brands across Twitter, Facebook and Instagram
- Page takeovers – opportunities to engage with huge numbers i.e. during NFL UK London Games and Super Bowl week

GRIDIRON

Want to advertise with us?

Please contact **Josh Peacock** at josh@gridiron-magazine.com for any enquiries.