



No.1

More than 32,000 players, officials and fans buy [The Non-League Paper](#) every week. Or more than 120,000 every month, making [The NLP](#) by far the UK's biggest selling football publication.

Independent research shows at least three people read each NLP, so that's 360,000 pairs of eyes looking at **The NLP** each month, and all of them passionate about football.

3 million

The FA estimates that some 3 million people are involved in Non-League football with around 30,000 clubs of all shapes and sizes. That's a big market place.

10 years

[The NLP](#) is established as the bible of Non-League and grass roots football. It has been published for ten years, appearing every Sunday, without fail, since March 2000. Readers love it and rely on it. They trust its editorial and its advertisers.

25 million

[The NLP's](#) website www.thenonleaguefootballpaper.com receives more than 2 million hits per month – or 25m a year - from 35,000 unique users.

72 clubs

From the same stable comes The Football League Paper, catering for all 72 clubs between the top of Non-League (the Blue Square Bet Conference) and the Premier League. This new publication sells 15,000 copies each week, meaning almost 50,000 readers.

[Download The Football League Paper rate card here](#)



Completing the trio of sports papers published by the owners of The NLP and The Football League Paper, is The Rugby Paper, a fast growing Sunday newspaper dedicated to rugby union from international level down to the amateurs. This sells 16,000 each week.

The coverage is led by former Sunday Times staff man Nick Cain and columnists include prince of centres Jeremy Guscott, England Grand Slam prop Jeff Probyn and the Daily Mail's former award-winning correspondent Peter Jackson.

[Download The Rugby Paper rate card here](#)

All three titles are available at newsagents and supermarkets throughout England and Wales on Sunday and Monday.

200,000

Between them they provide a one-stop shop to tune in to some 200,000 sports lovers EVERY week.

For more information about advertising rates and subscriptions contact:

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