



Media Pack

Where football meets business



Overview

Our main objective

To create an online environment where clubs can meet business and vice versa.



We offer a unique route to market via news and PR e-marketing and networking events at realistic prices. The range of clients across the football industry is testimony to the fact that we have a unique niche that gives a good return on investment.

Brief history

Footballtradedirectory.com has been trading since 2007 and in that time has established a recognised football brand.

Major shareholder and Managing Director John Booth has over 20 years experience in football.

Website

Traffic

Traffic is already 110% up on last year like for like as the site continues to expand. We estimate at current rates of growth over 1 Million unique visitors will visit the site this year alone. This will be a huge bonus for our clients as they receive the benefits of that traffic through news channels, links and micro websites.

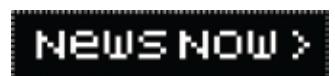
Google news and NewsNow accreditation

Google is the largest search engine in the world and accounts for 84% of all searches. Our accreditation ensures Google looks at our website every day for new links and stories. This gives our clients added benefit on Google itself.

NewsNow is the biggest news aggregator website in Europe and every news item we use on FTD goes directly onto NewsNow which in turn drives more traffic to our clients.

We were only able to achieve both associations because of the unique nature of the FTD website.

All our news is syndicated through the social networking platforms such as Twitter, Facebook and LinkedIn.



Membership Opportunities

Overall benefits

By joining FTD you will become a member of a vibrant commercial community and the range of our client base typifies the fact that we have such a wide appeal in the market place across all areas of football business.

We are flexible and will prepare tailor made solutions for your business.

Platinum benefits

£1,500 +vat annually

- Use of our news and TV channels to create brand awareness
- One free networking event
- Discount at our events
- Profile in the weekly newsletter
- Your own micro site with links to your website (enhanced search and entry into 6 business sectors)
- Skyscraper banner on news page
- E-marketing to 2,000 addresses
- Discount in paper directory
- Links on our home page
- Banner under 'Our Partners' on home page
- Scrolling banner

Gold benefits

£900 +vat annually

- Use of our news and TV channels to create brand awareness
- Discount at our events
- Profile in the weekly newsletter
- Your own micro site with links to your website (enhanced search and entry into 6 business sectors)
- E-marketing to 1,000 addresses
- Discount in paper directory
- Links on our home page
- Banner under 'Our Partners' on home page
- Scrolling banner

Silver benefits

£600 +vat annually

- Use of our news and TV channels to create brand awareness
- Discount at our events
- Profile in the weekly newsletter
- Your own micro site with links to your website (enhanced search and entry into 6 business sectors)
- Discount in paper directory
- Links on our home page



Banners

Home page banner

From £250 +vat a month

Seen by over 150,000 visitors a month

Newsletter Sponsorship

From £250 +vat per month

The weekly e newsletter is sent to over 100,000 individual emails each month.

FTD TV

Video clip from £250 +vat a month

With over 150,000 visitors a month to the website the FTD TV videos are highly visible and receive large volumes of click-throughs – typically a video can be downloaded over 20,000 times a month.



E-marketing

Minimum spend is £500 +vat

E marketing is normally sold as part of our membership packages, but we will consider 'one-off' campaigns for clients. Minimum spend is £500.

We have over five years' experience in e marketing to decision makers in different segments of our data base (which now numbers over 30,000 opted in registered emails). We are data protection compliant, and achieve high open rates with low rates of bounces/unsubscribes.

All e marketing is fully reported back to clients with contact details for 'opens' to 'click throughs' to enable follow up of sales opportunities.

The FTD E-Marketing services allows you to get your message directly to key decision makers across the football pyramid covering the Premier League right down to grass roots football including decision makers such as chairman and directors as well as commercial, marketing, finance, retail, ticketing and ground staff.

Artwork

Most clients provide artwork supplied, but we can undertake design of e marketing, but there may be an additional charge depending on the complexity.

Paper Directory rate card

£750 + vat per full page advert

The Footballtradedirectory.com annual publication has become a 'must have' reference book for football professionals. It is distributed FOC into football clubs from the Premier League to Grass Roots. With over 1200 clubs and 800 businesses listed it contains a wealth of information.

A digital version of the 2012/13 edition is online and has been downloaded over 5,000 times.



Events and Contacts

Events

Exhibition stand prices on application

We run highly successful open networking events where clubs and businesses have the opportunity to meet. Over 100 clubs and associations and 500 companies have taken advantage of one or more of our events in the past year.

Past networking events have been held at Birmingham City, Chelsea, Huddersfield Town, Manchester City, MK Dons, Sheffield Wednesday and Watford.

Events are already pencilled in for 2013, please ask for details.



The Sales Team

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