



# TRAINING GROUND GURU

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Advertising media pack

## INTRODUCTION

**Training Ground Guru is the only UK website dedicated to the performance side of football. We are the go-to destination for all the latest information and insights into this burgeoning industry, which is already worth millions of pounds a year.**

Whereas other media focuses on what happens on the pitch, we lift the lid on what goes on behind the scenes, on the training ground. This is where success is born.

Simon Austin, a former BBC Sport features editor and national newspaper journalist, set up the site in February 2017 and it has already gained a dedicated following.

“The UK is the perfect storm, where you have the money plus the knowledge. Good sports tech makes its way to the UK first.”

**LAURIE MALONE,  
CEO OF VALD PERFORMANCE**

## **THE INDUSTRY**

Football performance and sports science is a large and growing sector. Here are some key stats:

- There are 20,000 sports science graduates every year.
- Each Premier League club has dozens of first-team analysts, coaches, physios and medical staff. In addition, they are required to have several specialist staff in their Academies.
- The latest Premier League TV deal (2016 to 2019) was for £5.136bn. Even the bottom club, Sunderland, gained £99.9m in prize money in 2016/17.
- Injuries accounted for more than £131m in lost wages in the Premier League in 2016/17. This is why sports science and medicine is such a key priority for clubs.
- There are many companies within the football performance sector, both established and start-up, from the UK and overseas. Many international firms see the UK as the key market to break.

“Training Ground Guru is a great vehicle for learning about the holistic approach to coaching. It is equally valuable for teachers, coaches, players and fans. You will find pioneering ideas from various sporting disciplines there.”

**BRIAN ASHTON,  
ENGLAND RUGBY COACH 2007/8**

## **TRAINING GROUND GURU**

Our site is focused on providing the latest news, insights and innovations from the football performance sector.

Prominent industry figures such as James Bunce, Director of High Performance for US Soccer, and world-renowned sports scientist Dr Tim Gabbett have contributed pieces to the site. Big-name interviewees have included ex-England internationals John Barnes and Alan Smith, as well as Rugby World Cup final coach Brian Ashton.

In addition to having dedicated indexes on each of the Premier League clubs, we also cover the latest appointments and developments from overseas and other sports. Regular contributors include author and journalist Ben Dirs, a truly world-class sports writer, who conducts a big-name interview every month.

#### SESSIONS

97,855

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#### USERS

82,369

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#### PAGEVIEWS

111,851

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Source: Google Analytics  
(May 2017)

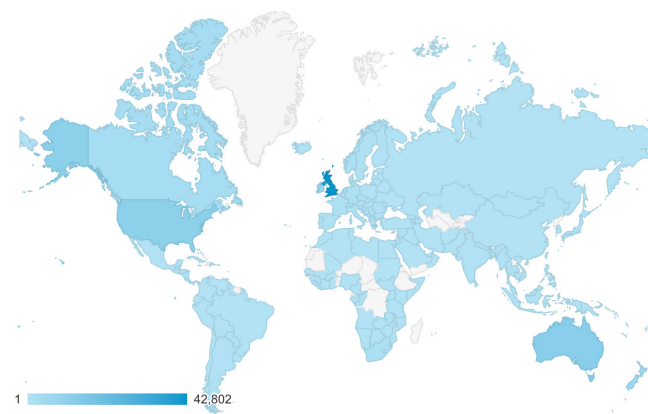
## STATISTICS

After launching at the start of February 2017, Training Ground Guru has gained an impressive audience – and it's growing fast. Unlike other websites, we are happy to share our stats.

In May, we had 111,851 page views, 82,369 unique users and 97,855 sessions.

People from 189 countries looked at our stories – from Sao Tome and Sierra Leone to Andorra and Azerbaijan.

Our stories have been followed up - and credited - by publications including Huffington Post, The Sun, Mirror and Evening Standard. Training Ground Guru is becoming a respected and recognised brand.



Source: Google Analytics (June 2017)

But, more importantly, we are hitting your target audience. We know from social media and subscribers to our popular newsletter that our following includes: managers, club executives, coaches, players, medical staff and sports science students.

## AD TARIFF

AD	NAME	SIZE (PX)	MAX SIZE (KB)	PRICE PER MONTH
A	Front main banner	950 x 118	60kb	£300.00
B	Front mid banner	950 x 118	60kb	£160.00
C	Story article sidebar	357 x 550	40kb	£160.00
D	Ben Dirs main banner	950 x 118	60kb	£180.00

- All prices exclude VAT.
- Discount of 15% for 3 months.
- All ads include associated social media activity on our dedicated accounts/ being added to our company directory.

## SPONSORED ARTICLES

Bespoke article about your company or product, with associated social media promotion from the Training Ground Guru accounts. We have found this to be an excellent way of driving engagement and interest.

Cost: £200 + VAT per article (up to 1,000 words).

## BANNER POSITIONS

1. Home/Index page with **main banner (A)** to appear on all pages & indexes except Ben Dirs and **mid banner (B)** to appear on all index pages
2. Story page with **main banner (A)** and **article sidebar (C)** to appear on all story pages
3. Ben Dirs index with **Ben Dirs main banner (D)**

### Homepage/Indexes

The screenshot shows the homepage layout. At the top is a green navigation bar with the logo and menu items: COACHING, CONDITIONING, TALENT ID, LEADERSHIP, BEN DIRS. Below the navigation bar is a large red banner labeled 'A'. The main content area features an article titled 'Why clubs laud the NordBord' with a sub-header 'ARTICLES / CONDITIONING'. The article includes an image of a player on a NordBord device and a short paragraph. To the right of the article is a 'Recent news' sidebar with three items: 'World's first VR talent ID & rehab system launched', 'Injury rates reduce with six days of recovery', and 'Ukraine team scored for 'black player under 21''. Below the article is a 'Featured Stories' section with three small images and captions: 'Injury rates reduce with six days of recovery', 'Lewis Cook: Making of a champion', and 'Alan Smith: Savouring life in League Two'. At the bottom of the page is another large red banner labeled 'B'.

### Story page

The screenshot shows a story page layout. It features the same green navigation bar and red banner 'A' as the homepage. The main article is 'Why clubs laud the NordBord'. Below the article is a 'Recent news' sidebar with three items: 'World's first VR talent ID & rehab system launched', 'Injury rates reduce with six days of recovery', and 'Ukraine team scored for 'black player under 21''. Below the article is a 'Featured Stories' section with three small images and captions: 'Injury rates reduce with six days of recovery', 'Lewis Cook: Making of a champion', and 'Alan Smith: Savouring life in League Two'. At the bottom of the page is a large red banner labeled 'C'.

### Ben Dirs index

The screenshot shows the Ben Dirs index page layout. It features the same green navigation bar. Below the navigation bar is a large red banner labeled 'D'. The main content area features a 'Ben Dirs' section with two images: 'BEN DIRS INTERVIEW' and 'Alan Smith: Savouring life in League Two'. Below the images are two short paragraphs of text. At the bottom of the page is a newsletter sign-up section with the text 'Sign up to our newsletter to get all the latest news from The Guru' and a 'Subscribe' button. The footer contains the Training Ground Guru logo, social media icons, and copyright information.

## TESTIMONIALS

“Training Ground Guru is a great vehicle for learning about the holistic approach to coaching. It is equally valuable for teachers, coaches, players and fans. You will find pioneering ideas from various sporting disciplines there.”

**BRIAN ASHTON, ENGLAND RUGBY COACH 2007/8**

“Simon was good to deal with. The advertising banner generated a significant amount of extra traffic to our site.”

**PETER FAULKNER, OWNER OF FK PRO**

“Training Ground Guru is a great addition to the sporting landscape and will go from strength to strength.”

**TOM BANKS, FOUNDER OF W SPORTS**





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