



# 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)

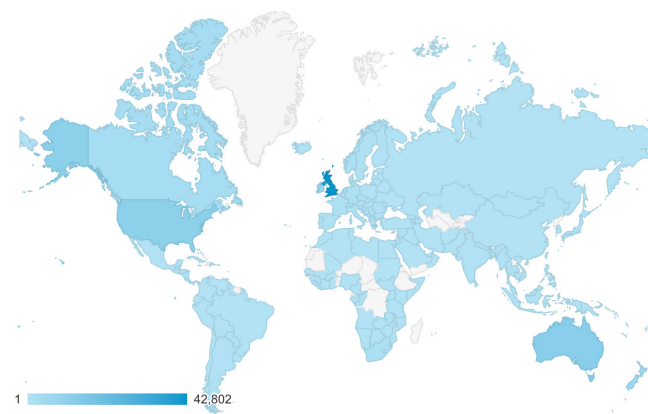
## STATISTICS

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.

## 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

### Story page

### Ben Dirs index

## 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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