



# TRAINING GROUND GURU

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Advertising media pack

## INTRODUCTION

**Training Ground Guru has become the go-to destination for anyone wanting to find out what happens behind the scenes in professional football.**

We provide the latest insights and developments from the worlds of coaching, sport science, tech, academies and leadership.

Each month, the site attracts almost 125,000 unique users, our social media channels garner millions of impressions and our stories are regularly picked up by mainstream media.

But more than that, Training Ground Guru (or TGG for short) is the website of choice for football professionals.

Hundreds of football club staff (chief executives, managers, coaches, heads of performance etc), all eager to keep abreast of industry news and best practice, engage with the site and subscribe to our newsletter. Furthermore, top practitioners - like Tony Strudwick, Richard Evans, Brian Ashton and Tim Gabbett - have presented at our events and written articles for the site.

We have been critically acclaimed by being shortlisted for the prestigious SJA sport website of the year in 2017, alongside the Guardian, Telegraph and ESPN.

In short, TGG gets to an audience other sites cannot reach.

## STATISTICS

### WEB TRAFFIC FOR TGG (IN A TYPICAL MONTH)

#### SESSIONS

157,500

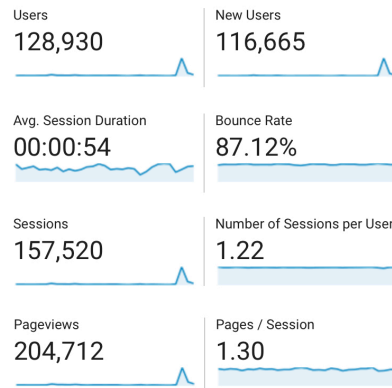
#### UNIQUE USERS

128,900

#### PAGEVIEWS

205,000

Source: Google Analytics  
(January 2019)



### SOCIAL MEDIA (TGG ACCOUNTS)

#### TWITTER

18K Followers  
3m+ impressions

JUL 2018 SUMMARY

Tweets  
213

Tweet impressions  
3.11M

Profile visits  
30.1K

Mentions  
1,327

New followers  
1,668

#### LINKEDIN

3,000 connections  
mainly professional coaches and practitioners

#### FACEBOOK, INSTAGRAM & YOUTUBE

Large & engaged  
followings

### NEWSLETTER (GOES OUT EVERY MONDAY)

#### SUBSCRIBERS

3,000

Approximately a third are professionals at clubs, including CEOs, Sporting Directors, managers, coaches, Heads of Performance, Head Physios and Heads of Analysis

#### OPEN RATE

40%  
almost 3x industry average

#### CLICK RATE

18%  
6x industry average

## ADVERTISING OPPORTUNITIES

### BANNERS

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. Newsletter 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 this is a large red banner labeled 'A'. The main content area features an article titled 'Why clubs laud the NordBord' with a sub-headline 'World's first VR talent ID & rehab system launched'. To the right is a sidebar titled 'Recent news' containing several short news items. At the bottom of the page is another red banner labeled 'B'. Below banner B is a 'Featured Stories' section with three small article thumbnails.

#### Story page

The screenshot shows a full story page. It features the same green navigation bar and red banner 'A' as the homepage. The main article 'Why clubs laud the NordBord' is expanded to fill the page. The sidebar 'Recent news' is also present. At the bottom of the page is a large red banner labeled 'C'.

#### Weekly newsletter

The screenshot shows a weekly newsletter email. It starts with a green header containing the logo and 'THANKS FOR SUBSCRIBING'. Below this is a red banner labeled 'D'. The email content includes 'News & insights from the Training Ground | November 6th 2018' and a section titled 'TOP STORIES OF THE WEEK'. The featured story is 'Gary Bowyer: Clough, Keane and lessons in leadership', accompanied by a photo of Gary Bowyer in front of a sign that says 'The Experts for World-Class Professionals' and 'Master of Sport Directorship'.

## **ADVERTISING OPPORTUNITIES**

### **SPONSORED CONTENT**

For selected partners, we produce sponsored content. This is a bespoke article, usually written by the TGG team, promoting a company or product. The article will be promoted via our social media channels and will be included in the weekly newsletter.

It is important to note that the requirements for this type of content are as stringent as they would be for a regular piece - it must be editorially strong, include original quotes (usually from a player or club) and final editorial control will rest with the TGG team.

### **EVENT DIARY POSTING**

Inclusion in our event diary and promotion via the TGG social media channels, which reach millions of people every month.

## ADVERTISING OPPORTUNITIES

### TARIFFS

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	£120.00*
C	Story article sidebar	357 x 550	40kb	£180.00*
D	Newsletter banner	600 x 106	60kb	£200.00*
-	Sponsored Article	-	-	£500.00*
-	Event Diary Posting	-	-	£50.00*

\*All prices exclude VAT

## 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**

“Training Ground Guru is the perfect place to digest football performance. Since we have commenced sponsoring TGG we have not only extended our reach to the broader football performance market but also to the auxiliary allied health and performance markets. Being able to educate our clients and potential clients through TGG has had a clear impact in interest in our systems.”

**LAURIE MALONE, CEO VALD PERFORMANCE**

“We took out a piece of sponsored content on TGG for Colour-Fit and were very pleased with the result. The article was very well written and put together. It generated greater awareness of our product and led directly to sales.”

**DR TOM LITTLE, COLOUR-FIT DIRECTOR**

“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**

“We couldn't have been happier with our partnership with TGG. They have produced bespoke content which has brilliantly showcased our course and students”

**PETER FAULKNER, OWNER OF FK PRO**



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