



FTBL IS YOUR HOME OF AUSTRALIAN FOOTBALL. WELCOME HOME!

FTBL is Australia's home of football, covering every aspect of the sport, from the FFA Cup, to the A-League and W-League, to the Socceroos and Matildas, to fans and fan culture and even the boots and shirts.

Written in Australia by Australians, we have a squad of more than 20 full-time and freelance journalists, both male and female, reporting on the game, 24x7. We know intimately what Australian football fans want – and we live and breathe the sport with them.

Now, the same team that has brought you the best in Australian football for a more than a decade, reporting on the game as it has developed and grown in the modern era, also brings that expertise to Inside Sport magazine, injecting more independent football content than ever into Australia's bible of sport.

Between print and online, FTBL brings you all the latest breaking Australian football news, both locally and following the Socceroos all around the world. We bring you insight and analysis of the biggest developments on and off the field, the gossip, the stars, the clubs and the personalities.

Our award-winning website is part of the Inside Sport on-line network, including TheWomensGame.com which gives unrivalled coverage of women's football from grassroots up to the Matildas and Aussies overseas.

We also have an extra new section, FTBL.Life where the focus is on kit and culture - the best of gear and lifestyle (and humour!) of fans in the stands. With a focus on social media, FTBL.Life speaks directly to Gen Z and millennials with easy to consume content on the latest football products, lifestyle and culture.

TOTAL FTBL AUDIENCE

195,000 Unique users

1.5m page views

FTBL AUDIENCE BREAKDOWN

U34 – 51

35-54 – 36%

+54 – 13%

TOTAL TWG FOOTBALL SECTION AUDIENCE BREAKDOWN.

42,000 Unique users

113K page views

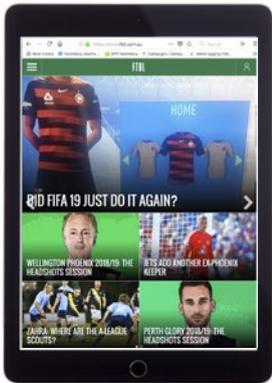
TWG CURRENT AUDIENCE DEMO.

U34 -37%

35-55 - 43%

55+ - 20%

TOTAL AUDIENCE 237,000 TOTAL PAGE VIEWS 1,613,000 Total imps



DIGITAL SPECIFICATIONS & ADVERTISING RATES

SPECS

- Super Leaderboard
- Billboard
- Leaderboard
- Medium Rectangle
- Half Page
- Skin
- Interstitial
- Mobile Leaderboard
- Newsletter Leaderboard
- Road Block
- Premium Solus eDM
- In-Content video player

ROS

- 970 x 90
- 970 x 250
- 728 x 90
- 300 x 250
- 300 x 600
- See Specs**
- 640 x 480
- 300 x 50, 320x50
- 650 x 90
- 25%
- 650px wide
- See Specs**

RATE CARD

Skin / Interstitials	\$24 CPM
Billboard / Half Page	\$14 CPM
MREC & Leaderboard	\$10 CPM
EDMs – Sport digital Network (21,500)	\$2,500