

MEDIA / KTT

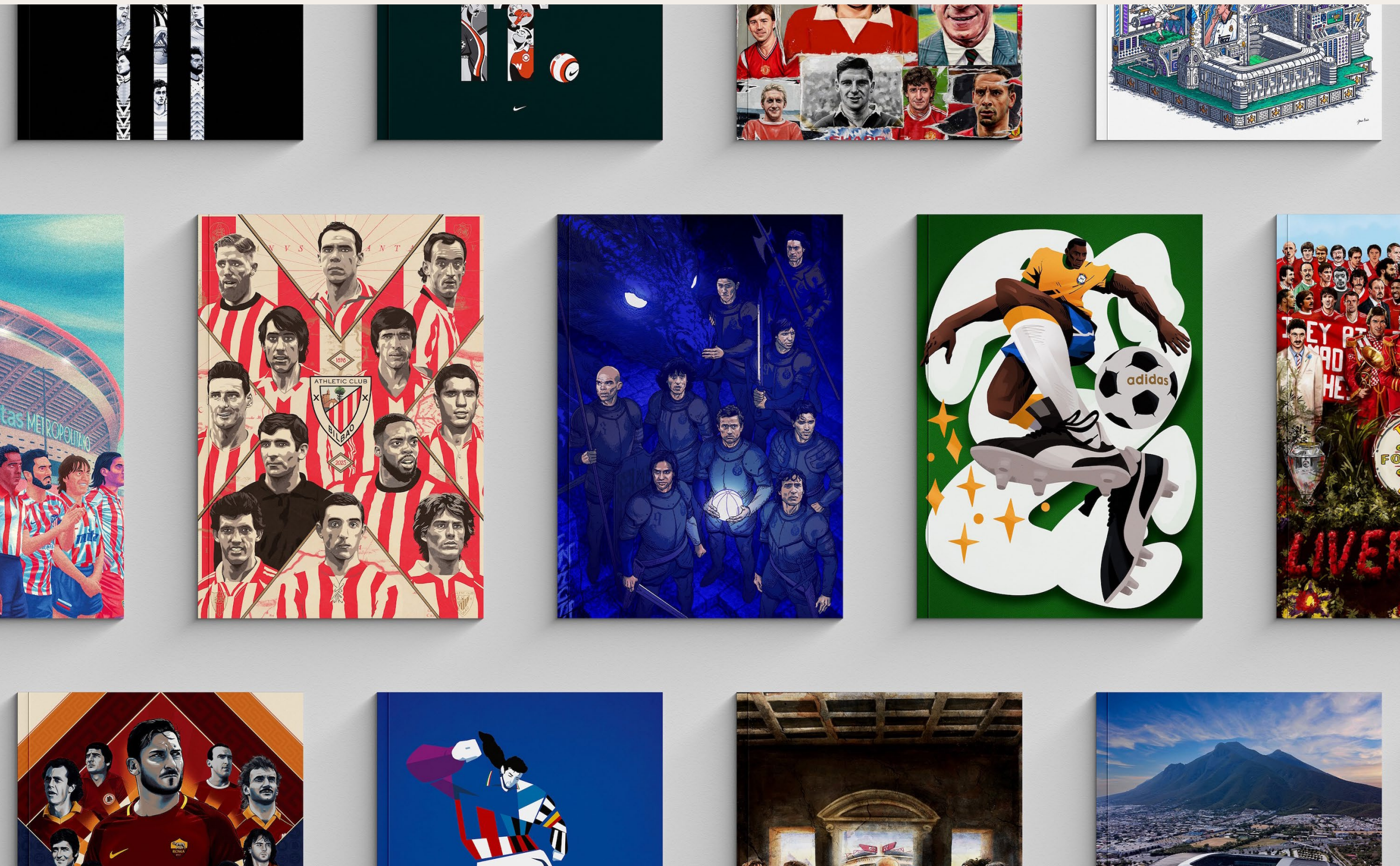
PRESENTATION



WHAT

THESE FOOTBALL TIMES IS A BI-MONTHLY THEMED MAGAZINE THAT PUBLISHES ALONGSIDE A SIMPLE MANTRA: REKINDLING THE GREATEST STORIES IN FOOTBALL. IT'S WITH THIS IN MIND THAT EVERY ISSUE (68 AS OF AUGUST 2025) IS PUBLISHED. AND IT'S UNLIKE ANYTHING ELSE IN FOOTBALL, PRINTED ON STUNNING MATTE PAPER AND A BLEND OF MODERN DESIGN, FASCINATING WRITING AND COMMISSIONED ART

APRIL 2025



WE DO

THEMES

- 01. CLUBS
- 02. PLAYERS
- 03. NATIONS
- 04. TOURNAMENTS
- 05. CONTINENTS
- 06. BRANDS
- 07. POSITIONS
- 08. THEORIES



APRIL 2025

X 75K FOLLOWERS

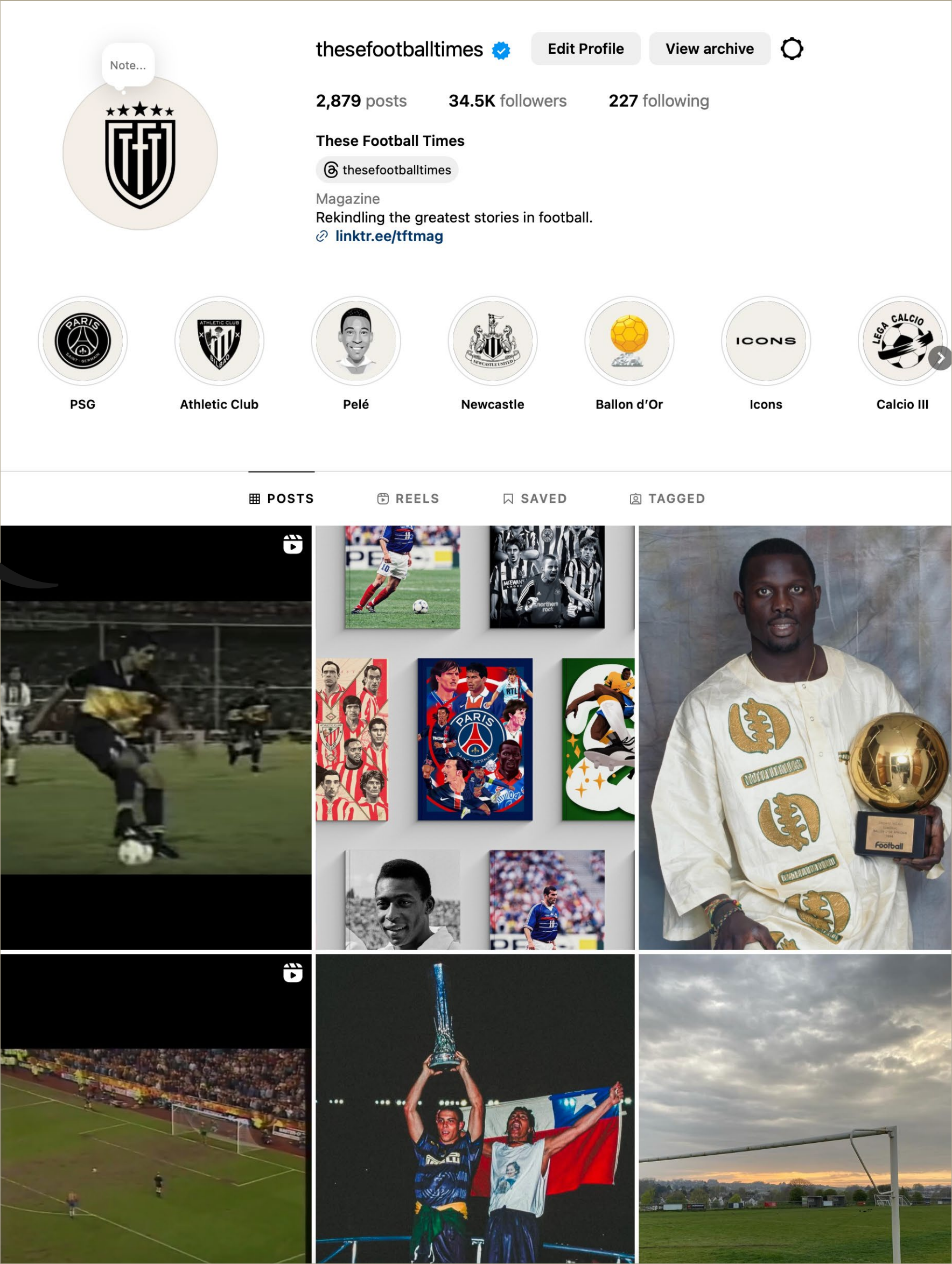
INSTAGRAM 37K

FACEBOOK 25K

VERIFIED ON ALL MAJOR SOCIAL MEDIA PLATFORMS, THESE FOOTBALL TIMES PRIMARILY OPERATES ON X, INSTAGRAM AND FACEBOOK, WITH MILLIONS OF VIEWS ACROSS PLATFORMS EACH MONTH AND A REACH THAT GROWS BY FIVE PERCENT EACH MONTH

Our brand partnerships with the likes of Puma, adidas, AS Roma, Valencia and Classic Football Shirts sees These Football Times use its social media platforms to reach customers across the English-speaking world through targeted campaigns. These include

videos, images, copy and art. On a day-to-day basis, the output that These Football Times make on social media is a unique mix between copy, classic photos, humorous memes, hot takes and legendary videos. This balance helps the platforms grow organically.





APRIL



2025

DESCRIPTION	FIRST	SECOND	THIRD
TOP COUNTRY	UNITED KINGDOM	UNITED STATES	ITALY
TOP CITY	LONDON	NEW YORK	MILAN
SECOND CITY	MANCHESTER	LOS ANGELES	ROME
GENDER	MALE	MALE	MALE
AGE RANGE	25-34	25-34	25-34
TOTAL %	29.9%	17.8%	13.2%

/SOCIAL
MEDIA

/BREAKDOWN

LIVERPOOL



FC PORTO



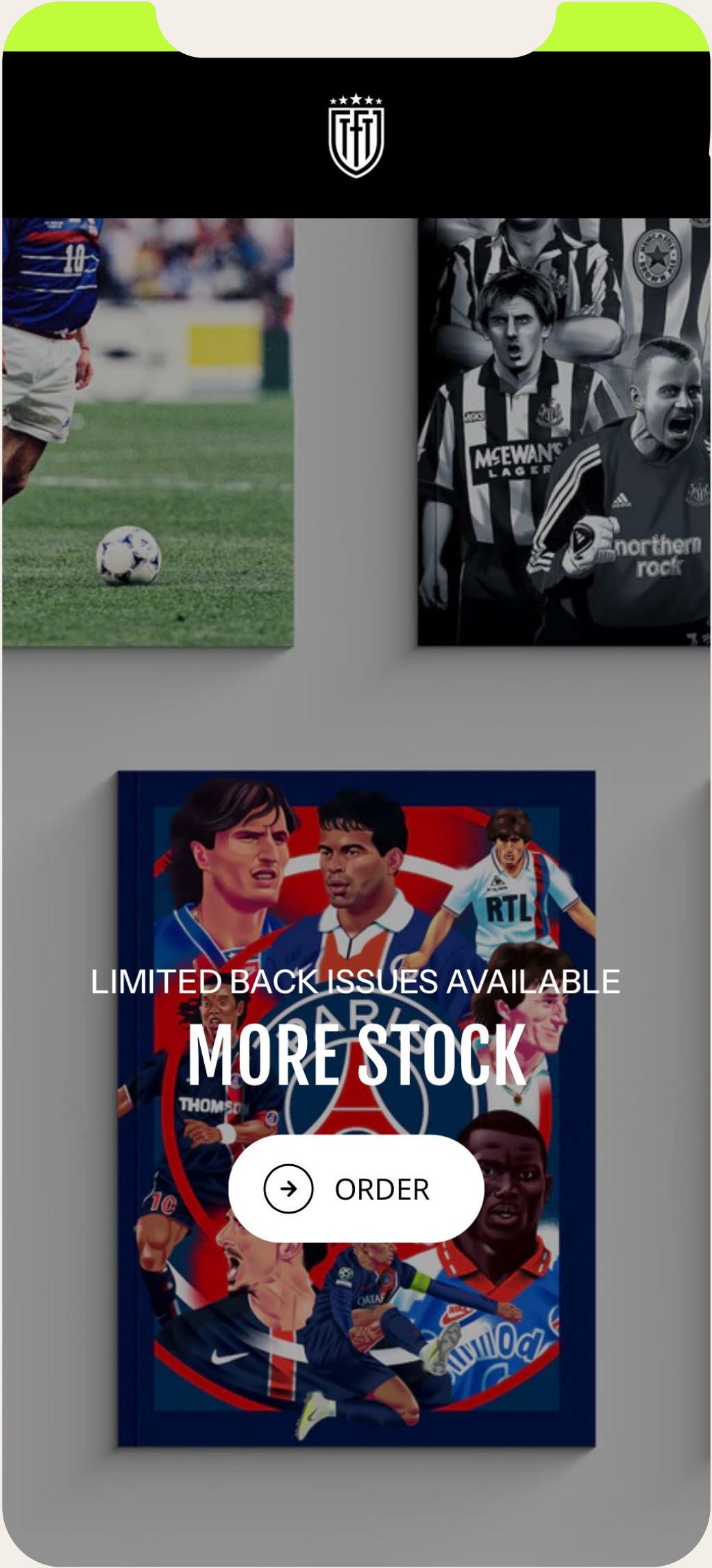
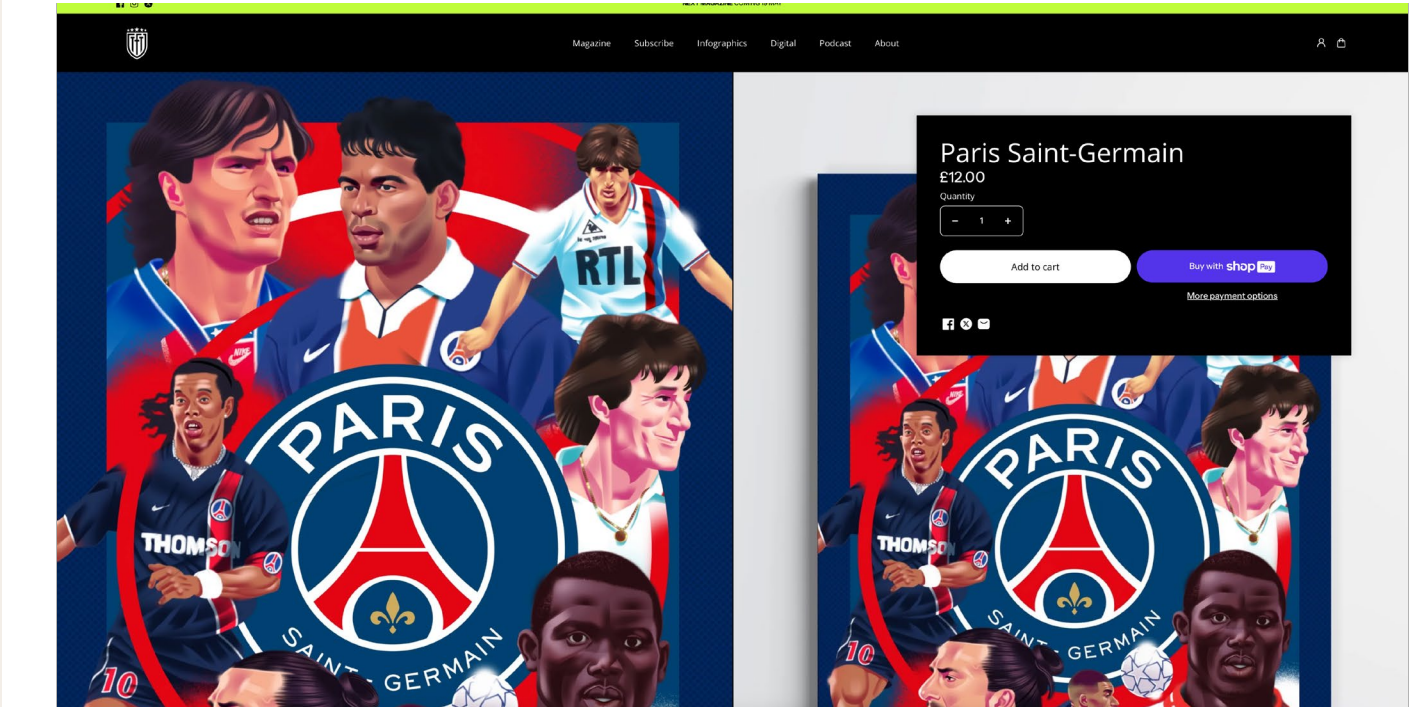
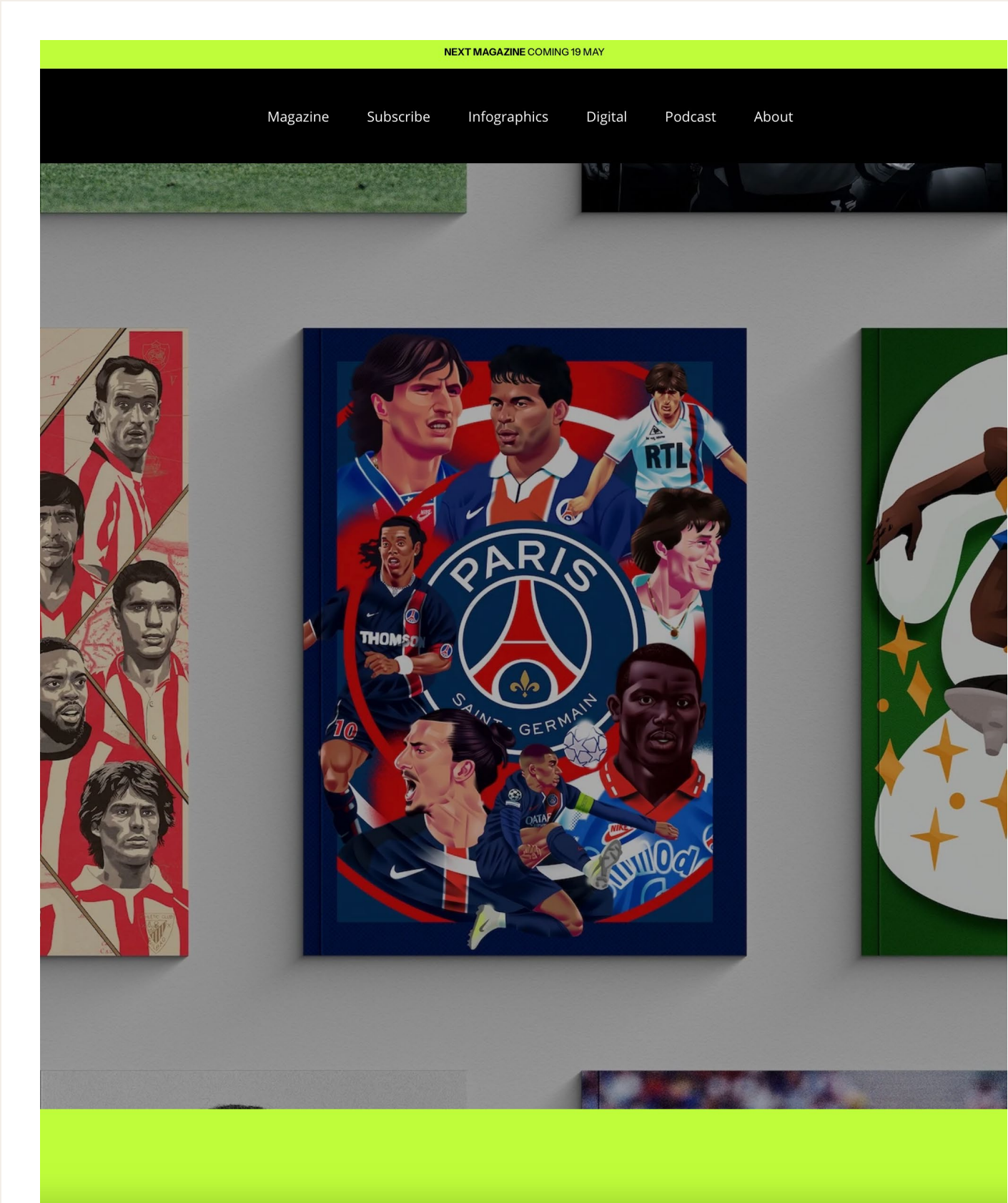
ADIDAS



AS OF AUGUST 2025, THESE FOOTBALL TIMES HAVE PUBLISHED 68 MAGAZINES, MANY OF WHICH HAVE BEEN MADE ALONGSIDE CLUBS, FEDERATIONS AND PLAYERS

COMPLETE LIST

- | | | |
|----------------------|-------------------|-----------------------|
| Argentina | PSV | The 50 |
| Calcio I | River Plate | Zinedine Zidane |
| Germany | Diego Maradona | Rangers |
| Netherlands | Leeds United | European Championship |
| Mexico | Anderlecht | Everton |
| Brazil | Valencia | Uruguay |
| Spain | Roberto Baggio | Paul Gascoigne |
| Battles of the 10s | Internazionale | Benfica |
| France | Bayern Munich | Calcio III |
| World Cup X | Flamengo | Ballon d'Or |
| European Cup | Ronaldo | Icons |
| Philosophies | Fiorentina | Newcastle United |
| Calcio II | adidas | Athletic Club |
| Boca Juniors | African Forwards | Pelé |
| Ajax | Juventus | Paris Saint-Germain |
| Borussia Dortmund | Nike | Aston Villa |
| Barcelona | Johan Cruyff | Atlético de Madrid |
| AC Milan | Colombia | Stadiums |
| Liverpool | Japan | FC Porto |
| Celtic | Manchester United | |
| Arsenal | Transfers | |
| Real Madrid | Eastern Europe I | |
| Language of Football | Eastern Europe II | |
| Marseille | Napoli | |



/SHOP

RANKED AMONGST THE TOP TWO PER CENT OF STORES IN THE WORLD ON SHOPIFY, THESEFOOTBALLTIMES.SHOP IS A FAST-PERFORMING, UNIQUELY DESIGNED ONLINE SHOP

Undergoing a complete redesign in April 2025, the These Football Times online store (thesefootballtimes.shop) is a high-performing, fast shop that uses modern design and custom UX features to make the shopping experience as favour-

able as possible for all customers, regardless of their location.

It's why the store ranks in the top two per cent on all of Shopify, which has opened These Football Times up to investment.

/CAMPAIGN AS ROMA



29K
30K
2019

SALES

1.1M
12K
4K

PRINTED

PUBLISHED

SOCIAL REACH

REPRINT SALES

DIGITAL SALES

In 2019, AS Roma invited These Football Times to Rome to produce a magazine that showcased the glorious history of the capital club. It coincided with the farewell match of Daniele De Rossi, which gave the team unfettered access pitchside during one of the biggest games in the recent history of

the club. Accessing the club's incredible back catalogue of images helped create a magazine that was both visually stunning and read both fluidly and with intrigue. The initial release saw almost 30,000 issues sold, while the reprint (replete with an updated art cover) saw a further 12,000 global sales.



IN 2024, THESE FOOTBALL TIMES LAUNCHED A UNIQUE ART RANGE FEATURING UNFOGRAPHICS OF PLAYERS FROM ACROSS THE WORLD. DESIGNED IN-HOUSE BY THE TEAM, IT FEATURES 60 LEGENDS AND A SPECIAL TROPHIES ART

COMPLETE LIST

Sergio Agüero
Xavi
David Villa
Pablo Aimar
David Beckham
Roberto Baggio
Neymar
Johan Cruyff
Ronald Koeman
Zlatan Ibrahimović
Gianluigi Buffon
Jimmy Greaves
John Barnes
Franco Baresi
Lionel Messi
Cristiano Ronaldo
Ian Rush
Kenny Dalglish
Frank Lampard

Steven Gerrard
Iker Casillas
Karim Benzema
Gabriel Batistuta
Alessandro Del Piero
Samuel Eto'o
Eusébio
Luís Figo
Didier Drogba
Alfredo Di Stéfano
Ferenc Puskás
Eric Cantona
Dennis Bergkamp
Sir Bobby Charlton
Enzo Francescoli
Ruud Gullit
Gheorghe Hagi
Andrés Iniesta
Thierry Henry

Kaká
Henrik Larsson
Michael Laudrup
Paolo Maldini
Lothar Matthäus
Jean-Pierre Papin
Pelé
Andrea Pirlo
Michel Platini
Juan Román Riquelme
Raúl
Rivaldo
Ronaldinho
Ronaldo
Alan Shearer
Francesco Totti
Paolo Rossi
Hugo Sánchez
Andriy Shevchenko

Hristo Stoichkov
Marco van Basten
Gianluca Vialli
Lev Yashin
Zico
Trophies

INFOGRAPHICS





Digital MAGAZINES TO SUIT EVERYONE



EVERY ISSUE OF THESE FOOTBALL TIMES MAGAZINE IS ALSO AVAILABLE DIGITALLY,
DOWNLOADABLE IN PDF FORMAT SO IT WORKS ON EVERY DEVICE AROUND THE WORLD

PARTNERSHIPS



THESE FOOTBALL TIMES WORK
WITH BRANDS, CLUBS AND
FEDERATIONS FROM ACROSS
THE WORLD TO PRODUCE
THE MAGAZINE. A SELECTION
OF CLIENTS INCLUDE:

- 01. ADIDAS
- 02. NIKE
- 03. PUMA
- 04. FIFA
- 05. AS ROMA
- 06. VALENCIA
- 07. ANDERLECHT
- 08. NAPOLI

- 09. MARSEILLE
- 10. PSV
- 11. CLASSIC FOOTBALL SHIRTS
- 12. HUMMELL
- 13. THE GUARDIAN
- 14. THE ATHLETIC
- 15. RIVER PLATE
- 16. AJAX



/PODCASTS

SINCE 2013, THESE FOOTBALL TIMES' PODCAST NETWORK HAS PROVED AMONGST THE MOST POPULAR IN THE UK, WITH ORIGINAL TOPICS, BIG-NAME GUESTS, EXPERTS AND ANALYSIS - NOW RUN BY A DEDICATED TEAM, ALL OF WHOM FORM A PART OF THE LARGER LEADERSHIP TEAM



SERIES NAMES

THE COACHING FORUM
MAGIC OF THE FA CUP
MOUNT RUSHMORE
MOUNT RUSHMORE DEBATES
DECADES: 1960s
DECADES: 1970s
DECADES: 1980s
DECADES: 1990s
US X THEM
THE GAME
ICONS

ONE LOVE
END OF AN ERA
CENTRE-CIRCLE BOOKS
THE MAGAZINE SERIES
EUROS REVISION
GIANTKILLERS
SEASONS IN THE SUN
BEAUTIFULLY DESIGNED GAME
TODAY'S FOOTBALL TIMES
FOOTBALL'S BLACK PIONEERS
THE SOUTH AMERICA FILES

WALES
SCOTLAND
THE LOB
THE FINAL WORD
POLITICAL FOOTBALL
INTERVIEWS
MY SIDE

AND LOTS MORE
COMING SOON

11,301
AVERAGE
EPISODE
LISTENS

500+
EPISODES

>10
TOP TEN
FOOTBALL
PODCASTS

OPPORTUNITIES

THESE FOOTBALL TIMES HAVE A RANGE OF COLLABORATION OPPORTUNITIES AVAILABLE, WITHIN THE MAGAZINE, THE ONLINE SITE, SOCIAL MEDIA AND THE PODCAST. YOU CAN REACH OUT TO EXPLORE THE OPTIONS BELOW BY EMAILING US AT [SUPPORT@THESEFOOTBALLTIMES.CO](mailto:support@thesefootballtimes.co)

ADVERTISING

Advertise within the magazine, on the podcast or across social media to reach tens of thousands

PROMOTION

Promote your products on our all-verified social media channels and reach millions of viewers

COLLABORATION

We welcome approaches to collaborate with more brands and clubs to produce more magazines

STOCKISTS

Stock These Football times magazines at cost price in either your online or physical shop

LINKS

Write exclusive online content for thesefootballtimes.co and add links to chosen destinations

PRODUCTS

Place your product within the magazine organically or on social media to potentially reach millions

NAMING

A unique opportunity to name the These Football Times podcast original series of your choice

INVEST

These Football Times are currently open to investment opportunities at a corporate level

THESE FOOTBALL TIMES ARE COMMITTED TO ONLY WORKING WITH PARTNERS WHO SHARE OUR ETHOS AND LOVE OF THE GAME



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www.thesefootballtimes.shop

THESE FOOTBALL TIMES

THE TEAM

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