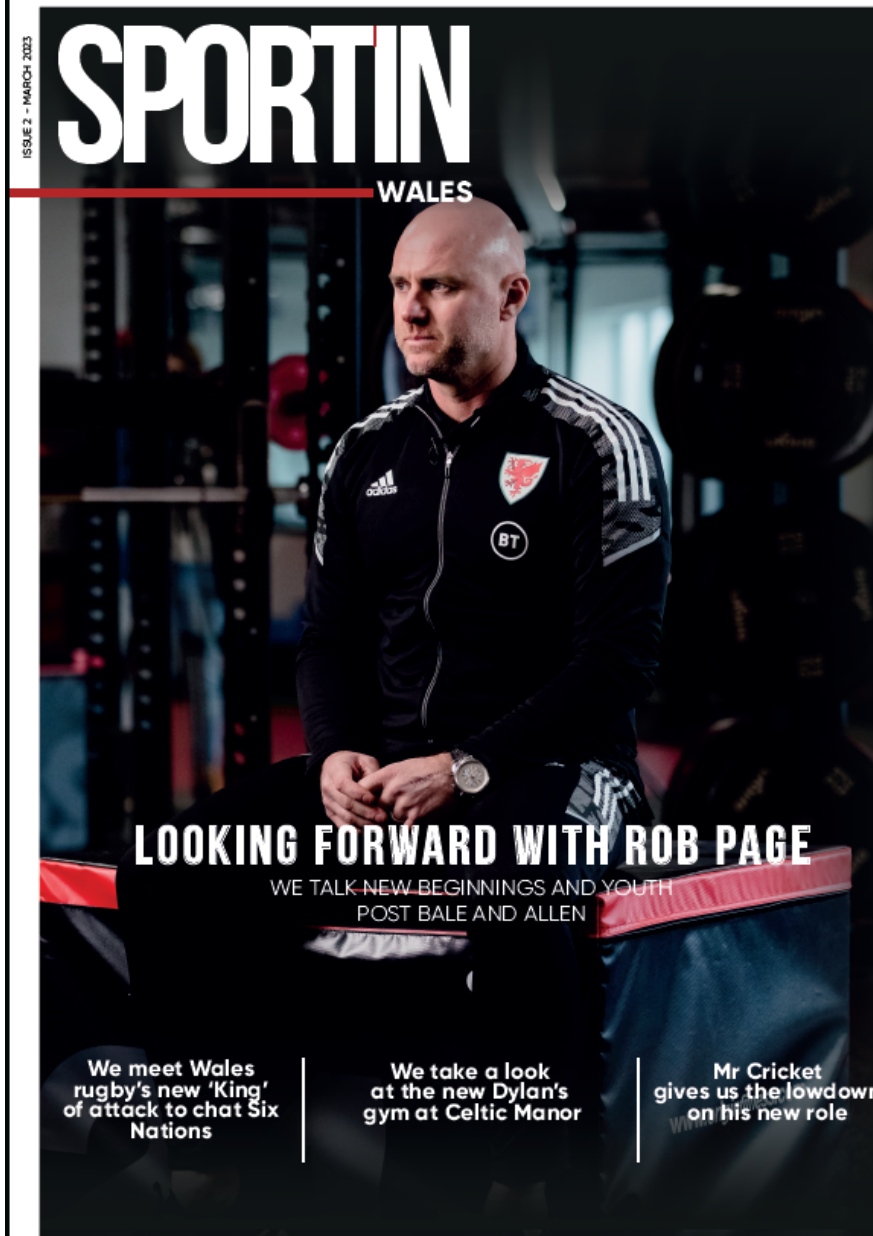


**SPORTIN**

 **WALES**

**SPORTIN**<sub>WALES</sub> is a Welsh sports media brand offering a positive outlook on sports for consumers, and an ideal advertising tool for the country's top organisations and brands.





Sportin Wales was launched in 2022 with the aim of allowing Welsh brands and businesses to align with positive sports news and personalities from Wales.

Using exclusive content, top contributors and relevant advertising, Sportin Wales provides our audience with content that entertains, engages and informs.

# OUR AUDIENCE.

Through our content and advertising, Sportin Wales engages adults interested in sports, health and wellbeing.

Our distribution network of high-end fitness facilities, health clubs, transport hubs, spas, hairdressers, barbers and hotels reflects our audiences' lifestyle.

60% Ages 35- 55  
20% Ages 18-35  
20% Ages 55 +



70% Male 30% Female Audience



35,000 monthly readers





“

It's wonderful to see such great and varied sports content in a beautifully printed and bound magazine

PAUL - POE CONSULTANCY

”



“

We're so pleased to be involved with Sportin Wales! The product looks great. A few short months and we've already seen quality leads

WATCHES OF WALES

”



  
“

We used Sportin Wales' influencer network to creatively deliver our client's message and they were thrilled.

SBW ADVERTISING



SBW

“

Our brands align so well & the way we're able to work on advertorial really helps us cut through. So happy with the coverage and response

SINCLAIR GROUP



”

SPORTIN  
WALES

# CONTENT TO ENTERTAIN, ENGAGE AND INFORM



# OPPORTUNITIES.

- \_\_\_\_\_ RUN OF PAPER (ROP)
- \_\_\_\_\_ IMPACT
- \_\_\_\_\_ BESPOKE
- \_\_\_\_\_ LISTINGS
- \_\_\_\_\_ DIGITAL



# ROP - FULL PAGE.

ROP (run of paper) formats feature in all Sportin Wales editions, ranging from double-paged spreads (DPS) to half pages and everything in-between.

DPS and full pages guarantee large-scale impact and are great for brand launches, new openings or product features.

Rate Card 2,000



**WHATCAR?**  
CAR OF THE YEAR AWARDS 2023  
Overall Winner  
Volkswagen ID Buzz

## A legend re-born

The ID. Buzz What Car? Car of the Year 2023

The DNA of Volkswagen's legendary T1 has been transferred into the present and the future by the ID. Buzz and he ID. Buzz Cargo. Contact your local dealership or to arrange a test drive.

[sinclairgroup.co.uk](http://sinclairgroup.co.uk)



**WHATCAR?**  
CAR OF THE YEAR AWARDS 2023  
Overall Winner  
Volkswagen ID Buzz

## A legend re-born

The ID. Buzz What Car? Car of the Year 2023

The DNA of Volkswagen's legendary T1 has been transferred into the present and the future by the ID. Buzz and he ID. Buzz Cargo. Contact your local dealership or to arrange a test drive.

[sinclairgroup.co.uk](http://sinclairgroup.co.uk)



# ROP - HALF PAGE.

ROP (run of paper) formats feature in all Sportin Wales editions, ranging from double-paged spreads (DPS) to half pages and everything in-between.

Our half page format is the perfect solutions for brands looking to balance budget with scale.

Rate Card 1,000

# Go VIP

WITH OFFICIAL WELSH RUGBY HOSPITALITY

**WALES V IRELAND**  
SAT 4 FEB / 14:15  
FROM £495

SCAN FOR MORE INFORMATION

**WALES V ENGLAND**  
SAT 25 FEB / 16:45  
FROM £1045

Enquiries: Fern Mandfield, PSE Business Development Manager - fmandfield@pswales.com

---

PWYSAU IACH  
BYW'N IACH

HEALTHY WEIGHT  
HEALTHY YOU

Dechreuwch eich taith i fod yn iachach

Dim gimmicks, dim cynhyrchion i'w gwerthu i chi. Dim ond mynediad am ddim at gyngor arbenigol syml. Ewch i [pwysaulach.cymru](http://pwysaulach.cymru) heddiw i ddechrau siapio eich dyfodol.

Start your journey to a healthier you

No gimmicks, no products to sell you. Just free to access, straight forward expert advice. Visit [healthyweight.wales](http://healthyweight.wales) today to start shaping your future.

## NEWPORT COUNTY

Since taking over from James Rowberry Newport's manager, Graham Coughlan has begun to steer the ship in the right direction.

His appointment got immediate results as the club began picking up some much-needed wins and eking out draws in games that may previously have gotten away from them.

Four draws from four over Christmas did little to improve the situation and Newport find themselves in a precarious position coming into the spring, with a relegation battle looking far more likely than a surge for the play-offs.

Desperate times call for desperate measures and the club's audacious move at the end of last year to try to sign Swansea City legend, Wilfried Bony shows that Newport need goals.

Omur Bogle is doing his job up front, but he needs more support from those around him. Others need to share the goal-scoring burden.

But where are these goals going to come from? Rodney Parade has had very little to smile about this season and if things are to change course, players like James Wale and Will Evans need to step up.

If Newport can hang on to league football for another year, and Wrexham realise their dream of promotion, then we face the prospect of regular Welsh derbies at both the Racecourse and Rodney Parade. Box office.

## WREXHAM

After the disappointment of losing the play-off semi-final and the FA Trophy Final at the end of the 21/22 season, Wrexham have since regrouped and put themselves into a great position once again.

Off the pitch matters such as 'Welcome to Wrexham' and the royal visit in December may have taken the headlines, but there are tangible foundations being laid in the background.

The signing of midfielder from Championship side, seen as a statement of intent for the club. While player Ford has really not since joining.

It was a happy Christmas for the club winning three on league before the end of the year. The Sky Blues are a ship club and yet recently in second in the league and in the third Round of the play-offs.

Wrexham went two games unbeaten from August to October. County ended their season on a high and the men are neck and neck at the top of the National League. In April in what could be a title.

But the Reds need more support from those around them. Others need to share the goal-scoring burden. But where are these goals going to come from? Rodney Parade has had very little to smile about this season and if things are to change course, players like James Wale and Will Evans need to step up.

The Reds once again found themselves 1-0 down in the replay but Paulie Doolan managed to equalise from the penalty spot. The striker had the chance to go ahead late on but keeper Adam Davies was on hand to stop the striker with a superb save.

Wrexham's crucial win against the Blues was a real boost for the club. It was a hectic week for the club who currently sit second in the league. The signing of Sander Berge from Sheffield Wednesday was a real boost for the club's hearts, once again.

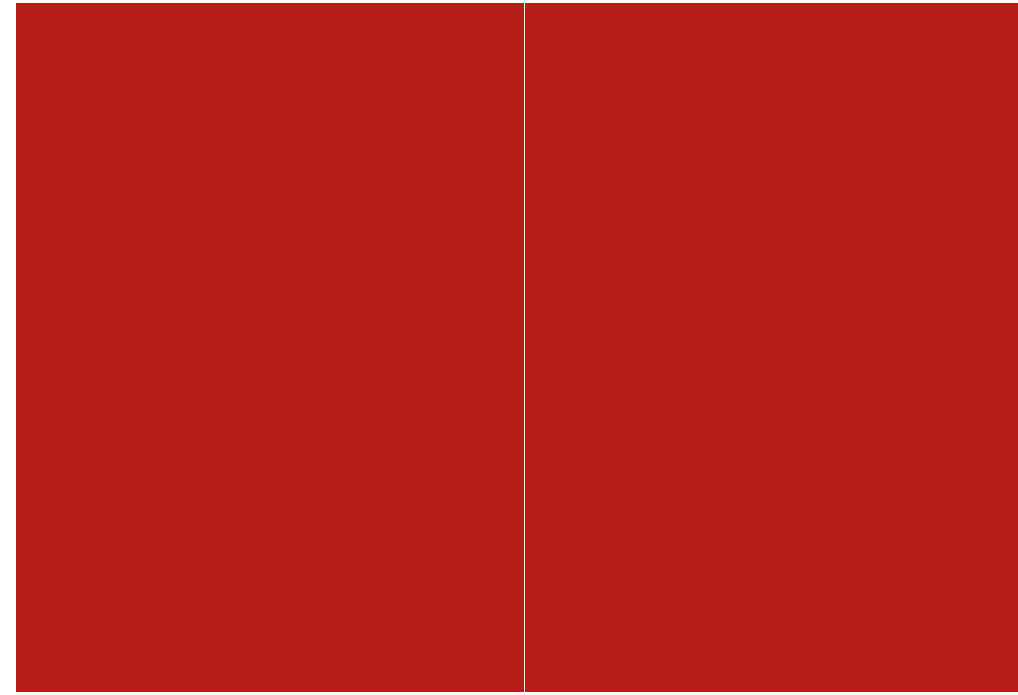
# IMPACT.



Full Wrap

Print advertising formats don't come more impactful than a full wrap. An engaging format that provides a full brand takeover.

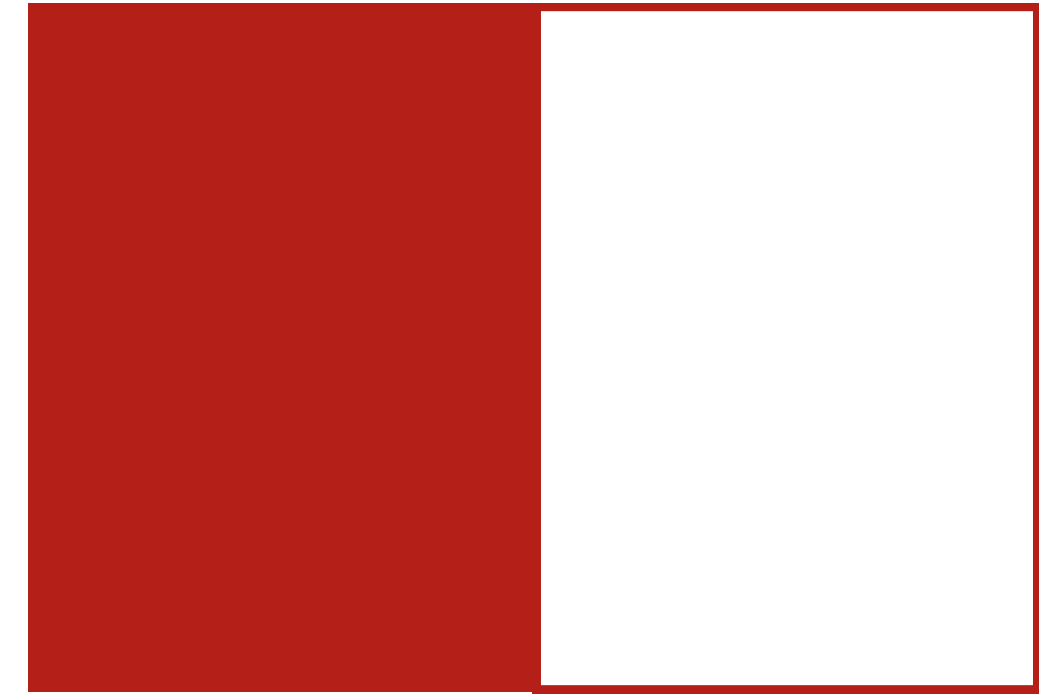
Rate Card 2,500



DPS

A format which demands attention and generates memorability, a double-page spread places your brand front and centre.

Rate Card 2,500

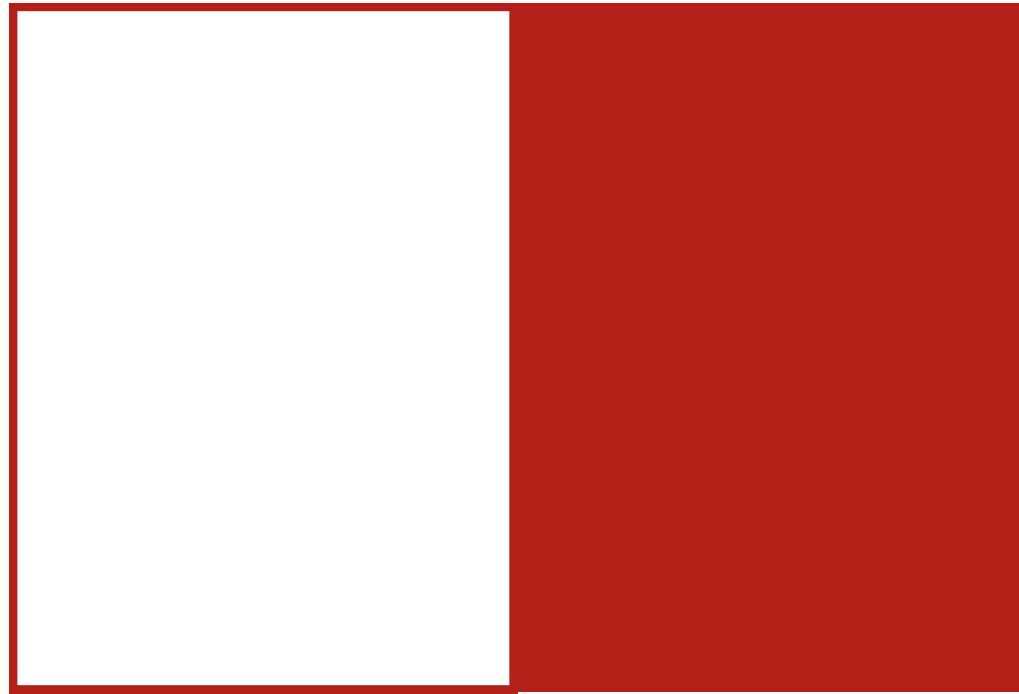


Inside Front Cover.

Ensure your brand makes an impression with our audience with an inside front cover advert, one of the first opportunities they see as they read.

Rate Card 1,900

# IMPACT.



Inside Back Cover.

As with our inside front cover, make a lasting impression on our readers with the inside back cover slot.

Rate Card 1,700



Outside Back Cover

One of the most coveted advertising spaces in print, combine the impact of full page with the premium positioning of back cover.

Rate Card 2,200

# BESPOKE - ADVERTORIALS.

If your brand has more to say than a full-page can offer, or if you have a view-point that deserves to be heard, then our advertorials offer the opportunity to engage with our audience through longer-form written content.

Bridging the gap between an advert and editorial, advertorials provide in-depth branded content, and presents itself as more "natural" than a traditional ROP advert.

The longer format enables brands to provide detail and selling points that normally couldn't be featured. As advertorials are a less intrusive form of advertising, readers are often more receptive to the advertising contained within them.'

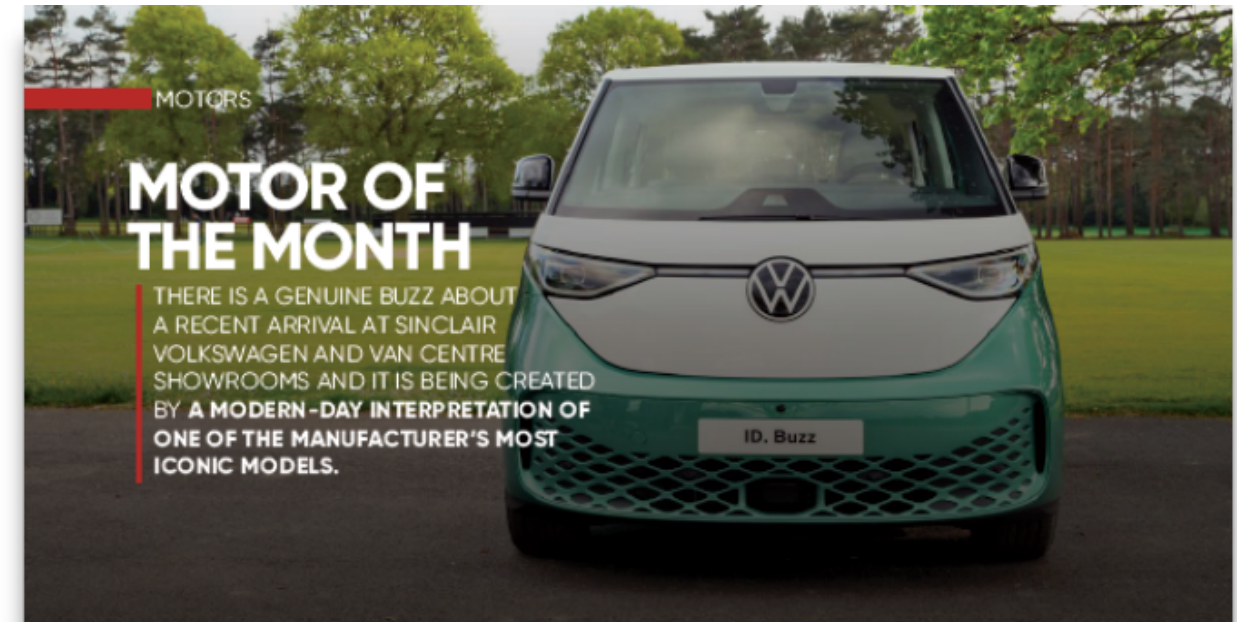
Rate Card 2,500



Subtle brand tags throughout

...MASTER VIEW  
...network of public charg  
...a domestic wallbox – it t  
...half-an-hour to top up from 5%

**To find out more or to arrange a test drive, please visit [www.sinclairgroup.co.uk](http://www.sinclairgroup.co.uk)**



**T**he DNA of Volkswagen's legendary T1 campervan that debuted in the 1950s has been transferred into the present and the future too for that matter by the ID. Buzz – the Electric Vehicle with 'EV-erything' including a commercial sibling in the shape of the ID. Buzz Cargo. This all-electric model is functionally designed and fully-equipped for the age of electromobility whether you opt for the family-friendly, five-seater people carrier for those weekend breaks and leisure trips or the tough and tireless van that masters the Monday to Friday and eases your working week. Huge interest has been generated by this very versatile Volkswagen and not only across South Wales. Almost 27,000 orders were secured worldwide by the end of 2022 despite the dynamic ID. Buzz double act only arriving in showrooms around the globe last autumn.

The newcomer has also amassed plenty of acclaim in the UK after winning a multitude of awards from respected publications and organisations such as What Van?, Top Gear and carwow. As well as being named International Van of the Year 2023, the ID. Buzz drove away with a pair of prestigious titles from What Car? – not only Best Large Electric Car but also the overall Car of the Year 2023 as it was saluted for combining the practicality of an MPV with the comfort and refinement of a premium SUV and the low running costs of an electric vehicle.

The judges enthused: "This is a car that you can buy with your head and your heart, then – one that doesn't fit neatly into an established box but which is all the better for this. In short, it moves the game on more than any other model launched in

the past 12 months." The unveiling of the ID. Buzz marks Volkswagen's entry into a new market segment and in doing so a sign that it is picking up the pace of its electric campaign in all vehicle classes as part of its ACCELERATE strategy. By 2030, at least 70 per cent of its sales in Europe is expected to be purely electric cars which equates to more than a million vehicles.

As its sales figures and trophy haul demonstrate, the ID. Buzz is certainly winning people over with its panache, performance and practicality. Balancing the design aesthetic of the famed T1 with a futuristic look and feel

fit for the electric era, the ID. Buzz is unmistakably Volkswagen. The V-shaped hood and large, prominent VW logo lend a charismatic appearance to the front, while a light strip links the headlamps which, like all ID. models, are LED to further distinguish its identity.

Based on Volkswagen's versatile modular electric drive matrix (MEB) and with a wheelbase just shy of three metres, the ID. Buzz is 40 centimetres longer than the T1 but its harmonious proportions ensure far superior aerodynamics – particularly important in this day and age for the efficiency of an electric vehicle.



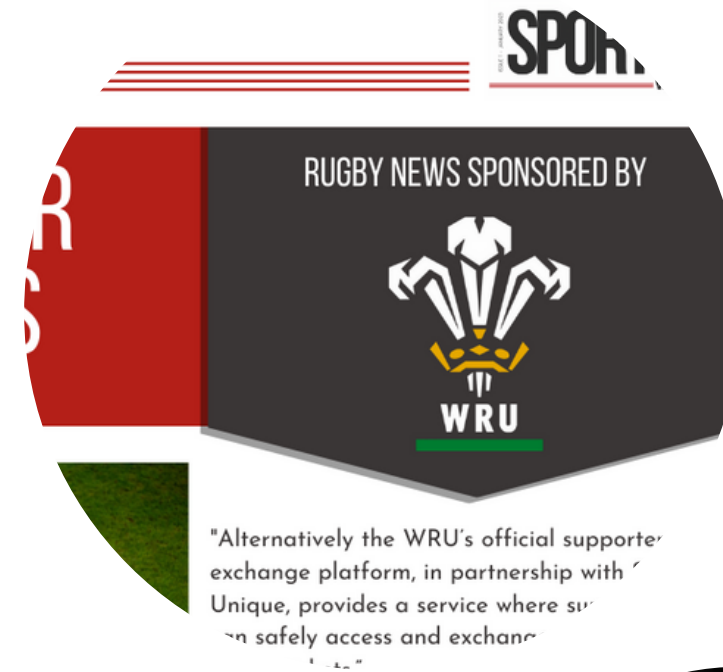
# BESPOKE - SPONSORED CONTENT.

**SPORTIN** WALES features several content pages which are available for sponsorship including;

- Rugby,
- Cricket,
- Football,
- Golf,
- Running,
- Fashion,
- Nutrition,
- Travel,
- Featured sport,
- Disability sport and
- Rising star.

Sponsorship of each section includes 'sponsored by "your brand"' messaging, tags for your social pages within any social content around the sponsored section as well as bespoke advertorial opportunities.

Rate Card from 2,000



Branded top and bottom banners



February 2023

**SPORTIN** WALES

RUGBY NEWS SPONSORED BY

**TICKET SALES STRONG FOR 2023 SIX NATIONS SERIES**

England game sold-out within just a few hours of public sale, Ireland set to follow.

The nation's appetite to watch Welsh international rugby in Cardiff shows no signs of abating. After the post-pandemic bounce-back for the Autumn Nations Series 2021 - which was the best attended series since 2008 - the opening fixture of the autumn campaign in 2022 looks set to complete a hat-trick of sell-outs for the season ahead in a matter of weeks.

The best attended autumn series of all time was in 2008, when three matches (against South Africa, New Zealand and Australia) sold-out in the year following Wales' second Six Nations Grand Slam of the modern era - the fourth match against Canada reached 59,326 meaning 281,695 tickets were sold across the four games.

"The appetite for Welsh international rugby tickets is as strong as ever and we take great care to ensure we have something for everyone across all available matches throughout the season," said WRU Commercial and Legal Director Rhodri Lewis.

"We have frozen our lower priced tickets at £40 in the Guinness Six Nations and we are proud to offer a full range of experiences for Welsh rugby fans at Principality Stadium.

Alternatively the WRU's official supporter exchange platform, in partnership with Seat Unique, provides a service where supporters can safely access and exchange genuine match tickets.

The Welsh Rugby Union always recommends the best place to buy international tickets is from your local rugby club, but remaining tickets are available from [www.wales/tickets](http://www.wales/tickets) with all proceeds received fed back into the game in Wales.

Supporters wishing to purchase hospitality for Guinness Six Nations 2023 fixtures against England (limited availability) and Ireland should call 02920 822041 or for general information visit [WRU.WALES/VIP](http://WRU.WALES/VIP).

Official off-site hospitality packages are available via Events International and Official Travel Packages are available through Gullivers Sports Travel. For Parkgate Hotel Bed & Breakfast packages, please visit the Parkgate website.

"Supporters who have missed out on the tickets they want still have the option of accessing official WRU hospitality for all of Wales' home matches in the season ahead," added Lewis.

**Guinness Six Nations 2023 Fixtures**

Wales v Ireland	Saturday 4th February 2.15pm
Scotland v Wales	Saturday 11th February 4.45pm
Wales v England (sold-out)	Saturday 25th February 4.45pm
Italy v Wales	Saturday 11th March, 2.15pm
France v Wales	Saturday 18th March, 2.45pm

**THE APPETITE FOR WELSH INTERNATIONAL RUGBY TICKETS IS AS STRONG AS EVER"**

Of course, as we always stress, all proceeds from the sale of international rugby tickets are fed directly back into both the professional and community game in Wales, so we must thank our fans for supporting Welsh rugby in a very direct way as well as for turning up in good voice on matchday."

RUGBY NEWS SPONSORED BY THE WELSH RUGBY UNION

# BESPOKE - INSERTS.

If your brand has a product you'd like to get into the hands of your consumers, our insert format offers an opportunity to provide samples for fragrance, skin care and hair care to our audience.

Additionally, inserts are great if you have a discount code or event to promote, and you'd like the audience to keep a hold of this information.



Rate Card from 1,500 per 20,000

# EXCLUSIVE OFFER PARTNERS.

Our Exclusive Offer page is a cost-effective way to promote a new offer, upcoming event, or discount code to our consumers. The banner style advert provides the opportunity to promote your content to our targeted group of readers, driving them to your website or event.

Brands in this section need to align to Sportin and its' audience, delivering real value for our audiences as we grow.

February 2023 SPORTIN WALES

---

**Unlock 10% off your first order**  
Use code **FIRST10**  
Visit [fourfive.com](https://fourfive.com) to redeem. Terms & conditions apply

---

**Free watch health-care check**  
Visit [watchesofwales.com](https://watchesofwales.com) for details. Terms and conditions apply.

---

**2023 Six Nations Kit Available Now!**  
Receive 10% off with purchases over £50  
Terms and conditions apply.

---

SINCLAIR GROUP

**Free mini-valet with a service**  
Visit [sinclairgroup.co.uk](https://sinclairgroup.co.uk) for more details.  
Terms and Conditions apply.

---

**Gin Distillery Tour and Tasting**  
Receive 10% off with code **TASTE10**  
Terms and conditions apply.

---

**Custom Fitting with any club purchase**  
Visit [americangolf.co.uk](https://americangolf.co.uk) to find your nearest store  
Terms and conditions apply.

---

SPORTIN WALES



**SPORTIN**

 **WALES**