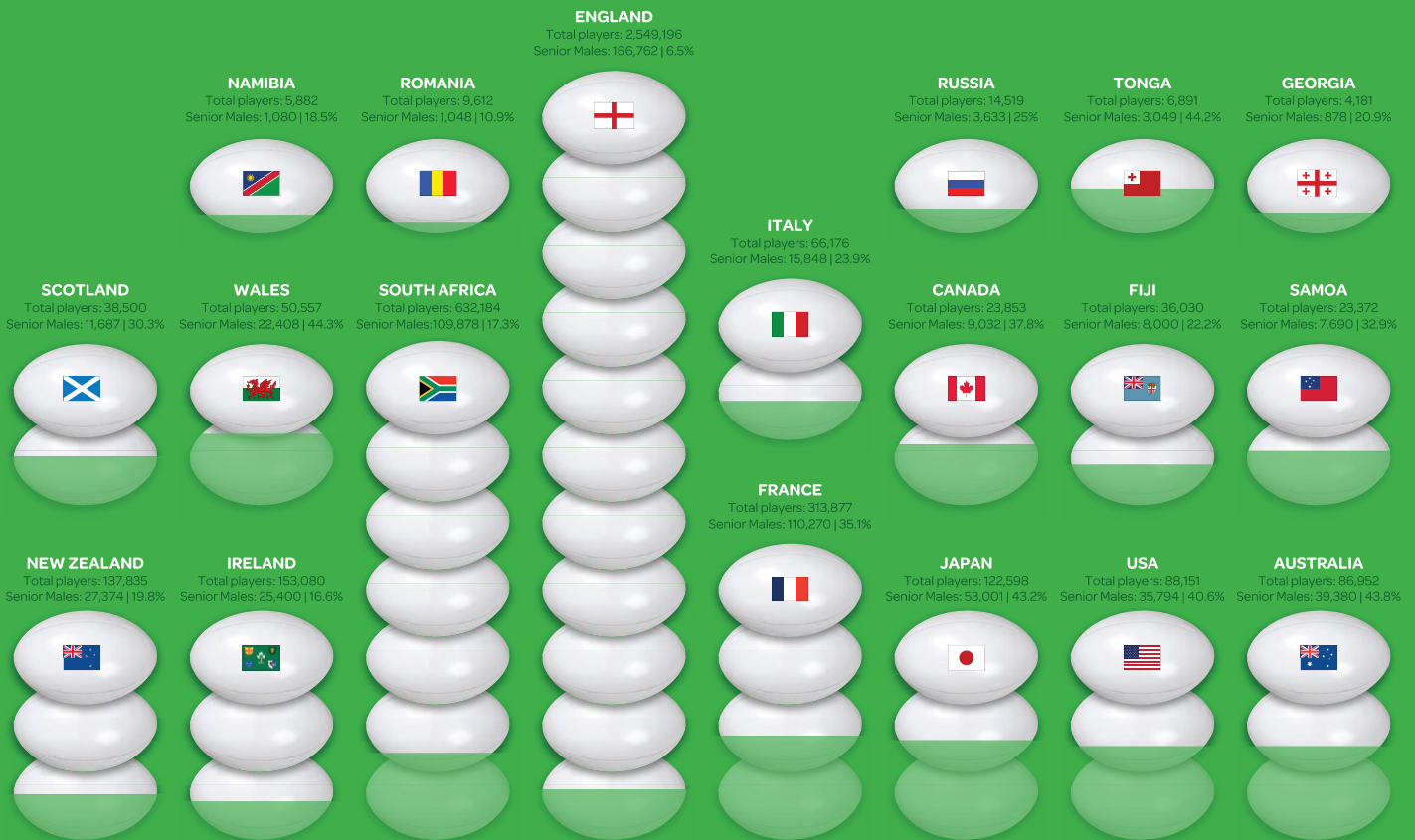


# RUGBY PLAYER NUMBERS

Total registered Rugby Players in countries taking part in Rugby World Cup 2011  
% of Total which is Senior Male Players



\*No data available for Argentina.

# Advertise

WITH TALKING RUGBY UNION



**TalkingRugbyUnion.co.uk is one of the leading interactive rugby union websites, reaching players, fans, coaches and supporters worldwide.**

We are building an online global rugby union community, focussing on rugby from the highest level to grass roots, giving clubs, fans and players a voice.

TalkingRugbyUnion.co.uk can put your brand or product in front of a targeted ABC1 audience - increasing your product or brand awareness by driving traffic to your websites and through social media.

We can customise advertising packages to suit your requirements - to include section or tournament-specific advertising campaigns, competitions, social media promotion, and exclusive section sponsorship.

With our team of specialist rugby contributors we can tailor a package to include editorial opportunities, in-article promotion and product placement.

## We can offer:

- Branding of video and audio content, live broadcasting
- Social media interaction
- On-site banner advertising
- Page takeovers
- Sponsorship of individual sections e.g. World Cup, 6 Nations
- Competitions
- Newsletters

## Rates and Data

Sponsorships & Editorial	Header Banner – 728 x 90	Large Side Banners – 300 x 100
Run of site, targeted sections or home page*	Run of site, targeted sections or home page*	Run of site or targeted sections
<p>Section, series or tournament sponsorship can give you the opportunity to profile and feature your brand around major rugby tournaments and events.</p> <p><b>Price on application</b></p> <p>One-off video and accompanying article: £250</p> <p>In-article link: £200</p>	<p>Our premium Leader board banner is 728 x 90</p> <p><b>Animated</b> £500 per month or £4250 pre-paid for 12 month period</p> <p><b>Static</b> £300 per month or £3200 pre-paid for 12 month period</p> <p><b>Fixed positions also available</b></p>	<p>Our large side banners are 300 x 100 with other sizes available on request.</p> <p><b>Animated</b> 300 x 100: £250 per month or £2600 pre-paid for 12 month period</p> <p><b>Static</b> 300 x 100: £200 per month or £2100 pre-paid for 12 month period</p> <p><b>Fixed positions also available</b></p>
<p><b>Other banner sizes and fixed positions are also available.</b></p> <p><b>Please enquire about social media and newsletter sponsorship options</b></p>		
MPUs – 300 x 250	Large Banner – 468 x 60	Small Side Banners – 300 x 50
Run of site, targeted sections or home page*	Run of site, targeted sections or home page*	Run of site or targeted sections
<p>Our MPUs are 300 x 250.</p> <p><b>Animated</b> 300 x 250: £300 per month or £3200 pre-paid for 12 month period</p> <p><b>Static</b> 300 x 250: £250 per month or £2500 pre-paid for 12 month period</p> <p><b>Fixed position available</b></p>	<p>Our large banner is 468 x 60.</p> <p><b>Animated</b> £300 per month or £3200 pre-paid for 12 month period</p> <p><b>Static</b> £250 per month or £2500 pre-paid for 12 month period</p> <p><b>Fixed positions also available</b></p>	<p>Our small side banners are 300 x 50 with other sizes available on request.</p> <p><b>Animated</b> 300 x 50: £150 per month or £1500 pre-paid for 12 month period</p> <p><b>Static</b> 300 x 50: £100 per month or £1000 pre-paid for 12 month period</p> <p><b>Fixed positions also available</b></p>
<p><b>Other banner sizes and fixed positions are also available.</b></p> <p><b>Please enquire about social media and newsletter sponsorship options</b></p>		
<p><b>For enquiries, please contact the team at TRU for more information.</b></p>		

### TRU can deliver a bespoke solution tailored to your exact requirements

We are uniquely placed to take advantage of the ever-changing new media environment with our own video production facilities and in-house design capabilities including design of creatives if required.

\*Home page advertising includes leader boards, large banners, MPUs and screen takeovers at a premium rate.

## Other Opportunities

### Sponsorship Activation

TRU will identify, plan and execute opportunities to enhance your brand, bring your sponsorship to life and maximise returns on your sponsorship investment, whether this is your first sports sponsorship opportunity or you want to improve and make the most of your current sponsorship deal.

### Brand Ambassadors

TRU can assist you with working alongside your existing brand ambassador(s) or finding the right ambassador(s) for your brand.

### Sponsorship opportunities

Video  
Audio  
Sections  
Page Takeover  
Prices on application

### Partnership opportunities

We deliver great results for companies including BT Sports, Heineken, Party City and the Rugby World Cup Shop.  
  
Partnership opportunities offer a closer working relationship to produce effective PR and content opportunities across the website, mobile devices, internet radio and TV.

### Social Media

<b>People</b> 19 February - 17 March  <b>Men 18-24</b> Largest audience (39%)  <b>Mobile devices</b> Most common device (84%)	<b>Reach</b> 19 February - 17 March  <b>805,381</b> People reached ▼57%  <b>82,181</b> Post engagement ▼79%	<b>Page Likes</b> 19 February - 17 March  <b>402</b> Page likes ▼56%  
<b>Actions on Page</b> 19 February - 17 March  <b>6</b> Total actions on Page ▲20%  	<b>Videos</b> 19 February - 17 March  <b>179,248</b> Total video views ▼73%  	

TRU have over 150,000 unique website visitors per year.

TRU social media properties include Twitter, Facebook and YouTube and a Facebook account for Rugby Union Fans.

The total monthly reach in the UK for the properties is around 1.4 million in the UK and 2 million worldwide.

Our social media reach will enhance and support all promotional activities on the website by targeting features.

Feb 2016 - 29 days

#### TWEET HIGHLIGHTS

**Top Tweet** earned 6,344 impressions  
goo.gl/rjP7DT @BUCS Round-Up: Hartpury College and Exeter maintain form in quest for Premier South A title  
pic.twitter.com/LZcRZGNtUU



13 8 4

View Tweet activity

View all Tweet activity

**Top mention** earned 266 engagements

**BUCS**  
@BUCSSport - Feb 16  
#BUCSRugby: BUCS partner with @TalkRugbyUnion to raise the profile of university rugby bucs.co/L4TT7I  
pic.twitter.com/tpyrLKCILQ



13 9 8

#### FEB 2016 SUMMARY

Tweets	798	Tweet impressions	1.12M
Profile visits	13.6K	Mentions	335
New followers	278		

## Get Ahead Of The Game Contact The TRU Team

Max Skofic or Max Ashcroft

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E: maxa@talkingrugbyunion.co.uk

www.talkingrugbyunion.co.uk