

Advertise with Digital Sports Group



digitalsportsgroup



for all sports fans, participants and enthusiasts

www.digitalsportsgroup.co.uk

NOKIA

William HILL

BT



Poker Stars .com

Mars

NOKIA

William HILL

BT



Poker Stars .com

Mars

Who are we and what do we do?

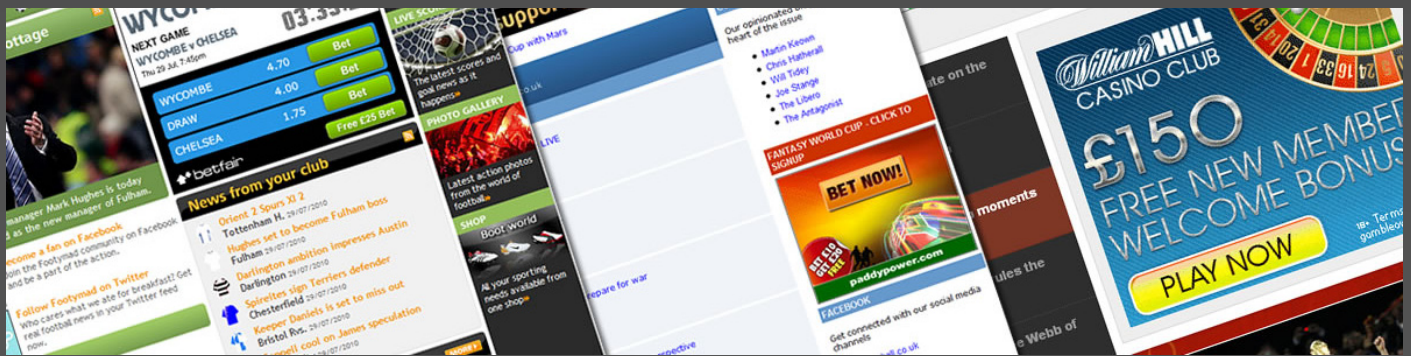
Digital Sports Group is an exciting UK based digital network connecting sports fans and participants across all sports. Digital Sports Group is commercially driven creating partnerships and opportunities for brands and rights holders in the digital world.

We are dedicated to provide extensive sports news, information and event coverage for a rapidly growing portfolio of sites delivered 24/7. Our content brand is fast becoming one of the most recognisable online covering over 200 URLs (A selection below) with sports such as football, golf, cricket, motorsport and tennis to name but a few.

Why DSG?

DSG is consistently ranked in the Top 20 from Comscore and is increasing its traffic across all sports as more websites are rolled out across the network.





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With partners like Mars, Nokia, BT, William Hill and so on we have developed bespoke 'takeover' programmes that fulfil the clients brief and maximises exposure for brands across the DSG network.

DSG worked with Mars during the 2010 World cup to drive followers to the Mars facebook page over the months of May and June to deliver the clients objectives in line with the allocated budget.

For gaming partners we have run a number of bespoke programmes to achieve ROI for both parties.

With over 50 editors in the DSG network we can work stories and advertorial to benefit sponsors at every level. DSG in association with Sportsyndicator offer a wide range of marketing solutions to suit your campaign.

From sponsorship and ad-funded content through to research focused programmes, we will deliver results that are second to none.

We can tailor your campaign to generate immediate user feedback or data capture.

We run hundreds of competitions and polls each year and can integrate your brand to benefit from our in-depth consumer relationships.

Please contact us for more information – advertise@press.co.uk

Bespoke Products and Services

Through the DSG portfolio, users access a range of content, tools and services related to their chosen sport, including news, blogs, forums, tweeting, through to the organising of fixtures, posting results, purchasing discounted equipment, video streaming and social networking within each individual sport. We can tailor your campaign to generate immediate user feedback or data capture.

Inventory available across:

- Leaderboards
- MPU's
- DSG TV - video player
- Skyscrapers
- Hardcoding - header/footers
- Expandable Skyscrapers
- Expandable Leaderboards
- Peel backs
- Skins
- Homepage takeovers
- Widgets (Right) All sports available and by events
- Email database - 300,000 registered and growing



Newsletters

With over 300,000 registered users the DSG email newsletter is a valuable tool for all our clients. This can be run on a daily, weekly or monthly basis.



DSG TV

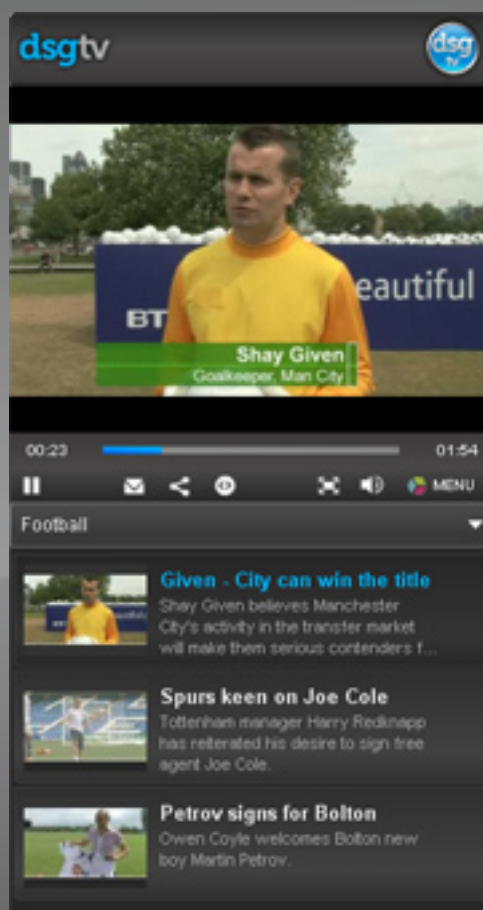
Digital Sports Group launch video with DSG TV

Digital Sports Group has its own online TV channel across three of its marquee website titles, including Football.co.uk and FootyMad.com

The Brightcove player streams video content supplied by a variety of rights holders and media partners.

DSG is committed to signing more rights to constantly improve the quality of the channel

Golf.co.uk and Cricket.co.uk are also benefitting from bespoke video content, with players set to be rolled out across other sites in due course.



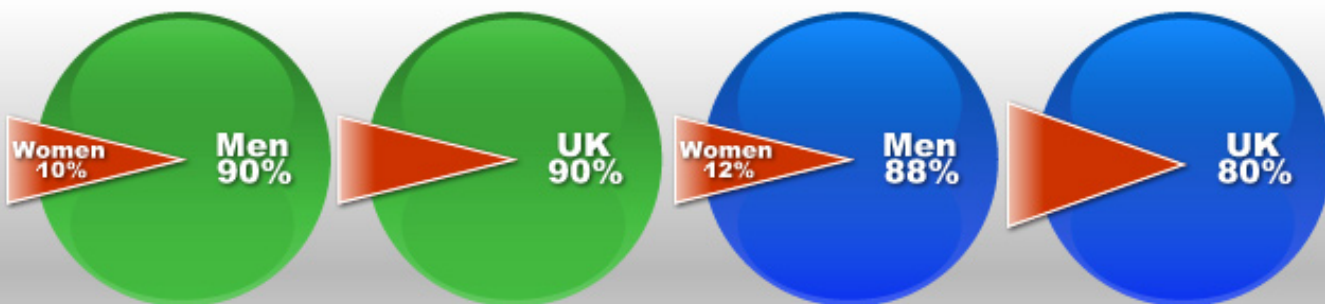


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Statistics & Demographics

Across the DSG network we are over 8m uu pm* and over 100m pi with a 72% male and 28% female split on average – June 09-10

* Google Analytics



footyMAD

football.co.uk



digitalsportsgroup

COMING SOON...

DSG launches a FREE grassroots platform for clubs to use football.co.uk as the home of their club websites.

FOOTBALL NEWS FOOTBALL FIXTURES LEAGUE TABLES FOOTBALL RESULTS FOOTBALL FEATURES FOOTBALL GIRLS FOOTBALL FORUM FOOTBALL SHOP FOOTBALL STADIUMS FOOTBALL STATS FOOTBALL MOBILE

THE RED LION
Team Nickname: The Reds
Manager: Alan Davis
League: Sunday League
Home Ground: St. Marys Sports Field
Founded: 10/06/1982

home blog/news team

manage your club

Team Settings

Team Name
Team Nickname

WELCOME BACK JONATHON LUCAS

- You have 1 new messages
- You have 22 locker comments
- You have been tagged in 2 photos

Write on Jonathon Lucas's Locker

Something!

By Jonathon Lucas 22 Sep 2009

ADVERTISING
sportingbet
£200

grassroots.
football.co.uk

FOOTBALL NEWS FOOTBALL FIXTURES LEAGUE TABLES FOOTBALL RESULTS

THE RED LION
Team Nickname: The Reds
Manager: Alan Davis

Interested?

If you are interested in running advertising or sponsorship campaigns then please contact us at:

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Chelmsford CM1 1HT
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Email – advertise@press.co.uk