

JOIN THE REVOLUTION

RONNIE DOG MEDIA



ABOUT RONNIE DOG MEDIA

Are you passionate about football? Are you looking for a place where you can ensure your work, be it writing, art, audio or video is seen or heard? Are you looking to get involved in an exciting project and be part of its success right from the beginning?

In April 2018, Ronnie Dog Media, led by former FMG editor-in-chief Chris Darwen, started his own portfolio of sports sites, predominantly football. And his team followed.

2018 was a huge year of growth for Ronnie Dog Media and we are very excited to see where 2019 takes us.

Have a read of this pack and find out why you should become a part of it all.

30 SITES AND COUNTING...

RDM currently run 30 football sites covering everything from club or league focused sites, high-quality tactical analysis and satire.

130+ GLOBAL WRITERS

- We have a large team of writers who come from all over the world

EDITORIAL TEAM

- We also have a team of editors that will work with you to make your content the best it can be. Each site also has a "lead" who will work closely with you.

BUDDY SYSTEM

- New to writing? Not too familiar with using WordPress? It doesn't matter, we can buddy you up with someone who has been at RDM for a while and they can support you through the first month or so



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AFC
FOOTBALL AUSTRALIA
A-LEAGUE PREVIEW
www.footballaustralia.com.au

TESTIMONIALS

"I believe I speak for all of us when I say thank you for the opportunity to be a part of this team. You give us a platform to write about what we want and express ourselves in a non-restrictive way, and I'm sure we are all incredibly grateful for this!"

— Jack Wills

"Thank you for giving me an opportunity and a platform to write and express myself about the beautiful game, back bigger and stronger in 2018!"

— Matty Owen



MLS
OPINION
majorleaguebaseball.com

"The opportunity for lads (& ladies) like us "from the streets" to have the opportunity to write & get their articles published globally on a platform like Ronnie Dog is truly (still) a very rare thing indeed, and I'd like to thank Chris for giving me the opportunity to slabber about football on this platform. I only wish I had more time to devote to it, but for now it gives me the chance to improve my writing, and I'm sure we're all grateful for the opportunity to learn from each other too."

— Rodney McCain



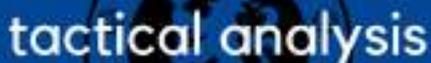
IF I WAS THE
BOSS
liverpoolfc.com

BLOG STATS

Monthly Content - 1k⁺*

Monthly Views - 100k⁺*

* correct as of December 2018



tactical analysis
feelchelsea.com
CHELSEA FOOTBALL CLUB

Ronnie Dog Media

chris@ronniedogmedia.com • ronniedogmedia.com

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BENEFITS OF FOLLOWING THE DOG

Why would you want to join our revolution?

We believe that football content is going two main ways over the next few years.

- 1 - data/statistical/analytical
- 2 - long form storytelling

Therefore, by joining us you will be honing those skills with our guidance and making yourself more employable.

At RDM you get access to club press conferences.

You get access to football data and statistics that are unavailable in the public domain.

You receive a lot of SEO training which is vital in the current market.

You receive mentorship to help you develop.

You get notified about all the latest football media jobs available.

You get put in front of some of the biggest names in football media - Sky, BT, Snack Media etc

You get to collaborate with some of the best non-mainstream writers in football media.

You end up with a very strong portfolio, commercial skills and a reference.

Oh, and we have a link to one of the biggest football media companies in the country, Snack Media - they often recruit their new writers from us.



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RONNIE DOG MEDIA & SNACK MEDIA

Snack Media is a leading independent sports digital media company with over 26m sports fans. They specialise in multi-channel content creation, distributed at scale.

You'll probably know them through the likes of footballfancast.com, footballleagueworld.co.uk, inbedwithmaradona.com and many more.

We've recently partnered our writing Academy with Snack Media so that our very best writers who are interested in moving into full-time football journalism are very much on their radar.

Since January 2019, we've seen nine writers move to Snack where they are still guided and mentored by RDM founder, Chris Darwen.

Our Academy syllabus now matches the induction process of Snack to make the Academy graduates ready for full-time employment.

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RONNIE DOG MEDIA & WAKELET

Wakelet exist to give writers a place where they can store all their person content in one place, rather than having to send people 1000 links to display their full portfolio.

Ronnie Dog Media exist to give writers a platform, across their 50 or so channels, to get their writing voice out there.

Therefore it made perfect sense for the two companies to join in a partnership - both companies share the exact same values and add value to each other's writing pool.

By partnering with Wakelet, Ronnie Dog Media is able to put you in front of even more people (including those that might be looking to offer you a job one day), give you a branded page that you can share with potential employers and bring you many, many exciting opportunities, incentives and prizes over the coming months.

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FOOTBALL ANALYSIS

We believe that football content is heading in a certain direction over the next few years and that is of data and analysis. As a result, Ronnie Dog Media have launched their "The Analysis" brand which covers intelligent written football analysis from all angles.

Starting with our showcase site **totalfootballanalysis.com**, we have branched out into many other club, league and competition analysis sites which are listed below. We also publish Total Football Analysis Magazine each month, a magazine that goes into every single professional club in the UK, USA and across many others globally - as well as being on general sale to the public.

SITES

<https://totalfootballanalysis.com/>
<https://footballbh.net>
<https://liverpoolfchq.com/>
<http://www.youaremyarsenal.com/>
<https://reddevilsreport.com/>
<https://feelchelsea.com/>
<https://allabouttherangers.com/>
<https://westhammatters.com/>
<https://echteliebe.uk/>
<https://majorleaguesoccernews.com/>
<https://footballfootball.football/>
<https://barcelonaanalysis.com>
<https://realmadridanalysis.com>
<https://ajaxanalysis.com>
<https://manchestercityanalysis.com>
<https://eflanalysis.com>
<https://bocajuniorsanalysis.com>
<https://serieaanalysis.com>
<https://laligaanalysis.com>
<https://indiansuperleagueanalysis.com>
<https://redbullanalysis.com>
<https://overtheturnstile.uk>
<https://wolvesanalysis.com>

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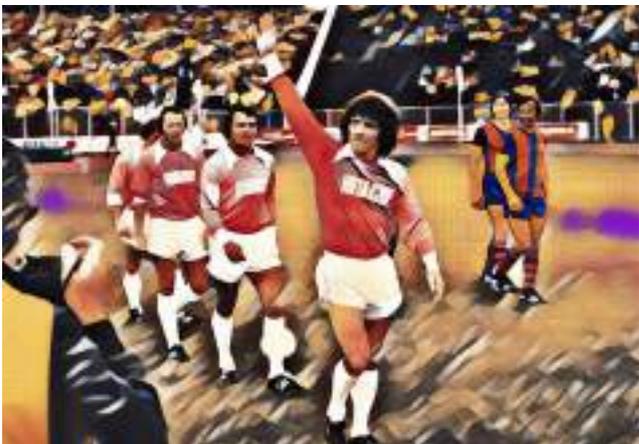
LONG-FORM WRITING

taleoftwohalves.uk

If you like writing longer pieces about current affairs, historic or nostalgic events or a story that would not get covered by traditional media then TO2H is a great site for your work to be showcased.



In the past, many of our pieces on teams or individuals have been picked up and read by the team or individual in question which is a great feeling for the writer.



We aim for TO2H to be one of the most prestigious long-form sites in the next 18-months.

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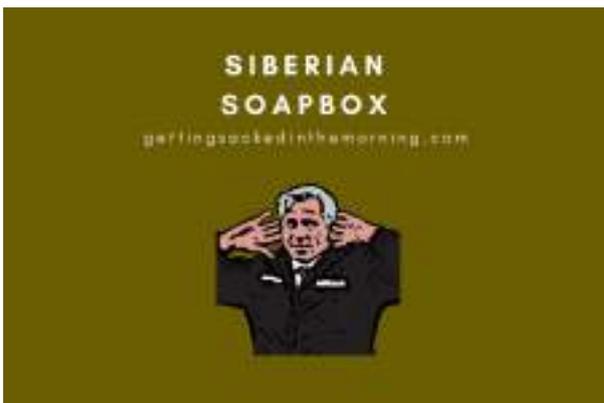
GETTING SACKED IN THE MORNING

gettingsackedinthemorning.com

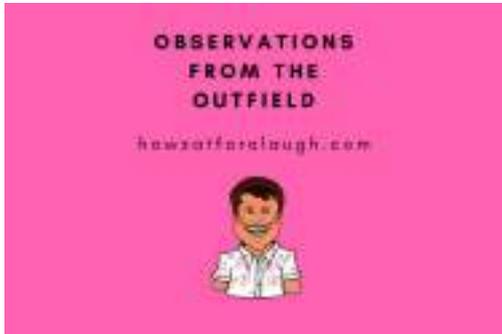
SITM was the brainchild of our Editor-in-Chief, Chris Darwen. It initially started as a weekly newspaper column in the largest English speaking newspaper in southern Spain before becoming a best selling book and then a daily blog.

Getting Sacked exists purely to make fun of the modern game. All the content on the site is tongue-in-cheek and borderline satirical.

If you like making fun of the modern game and feel that you have a witty style of writing, then this could be the perfect site for you.



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CRICKET!

howzatforalough.com

We also like to poke the finger of fun at England's summer sport, cricket.

If you feel you can find the funny in a bit of bat on ball, get involved on this site!

Afterall, there is plenty to mock in this glorious sport.



PODCASTS/VIDEO

If you are looking for a home for your video or audio content, we can provide this too. You can either send this to us in it's current form or we have a production team that can provide the finishing touches.

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WHAT ELSE DO YOU GET?

Initially, all writing positions are voluntary - we do have some commissioned freelance roles, but currently, all these are taken. However, as we continue to grow and expand/replace these commissioned roles they will be selected from the existing pool of writers.

You get developed by being with us - whether you end up on the progression path to Snack Media or developing your analysis skills that leads you to working for a professional club, we will help you be the best you can be and give you a platform.

If you put the effort in, you will get opportunities here - paid ones if you are very, very good.

It's all down to you from here.

NEXT STEPS

Please send the following information over to chris@ronniedogmedia.com

Name:

Email address:

Twitter handle:

Preferred site(s) to submit to:

How often you will be able to submit:

Style of content you will submit:

Examples of previously written work or a 400-word sample on a subject of your choice.

Please note, for analysis pieces we need the sample to be 1000 words minimum

