



YORK CITY FC

ADVERTISING BROCHURE

WELCOME TO YORK CITY FC

Established in 1922, York City Football Club is a passionate, proud club with football and community spirit at the heart of everything it does. We aspire to welcome, support and represent our entire community. As well as a full-time professional men's first team, YCFC has a successful Ladies Team, Youth Team, Academy and Foundation.

As we gear up for our fourth season in our state-of-the-art home, the LNER Community Stadium, we would like to invite you to join us on our journey, which promises an exciting future.

Our club has been through the highs and lows of football, but we always remain proud of our rich history, which has seen us break records, climb the leagues and complete famous cup giant-killings.

York City is at the heart of the city's vibrant business scene. We offer in-stadium advertising, engaging social media campaigns, and exclusive sponsorship deals. Connect with our fanbase and unlock your business's potential. Join us to thrive in a dynamic and supportive environment, leveraging exceptional opportunities for businesses of all sizes.



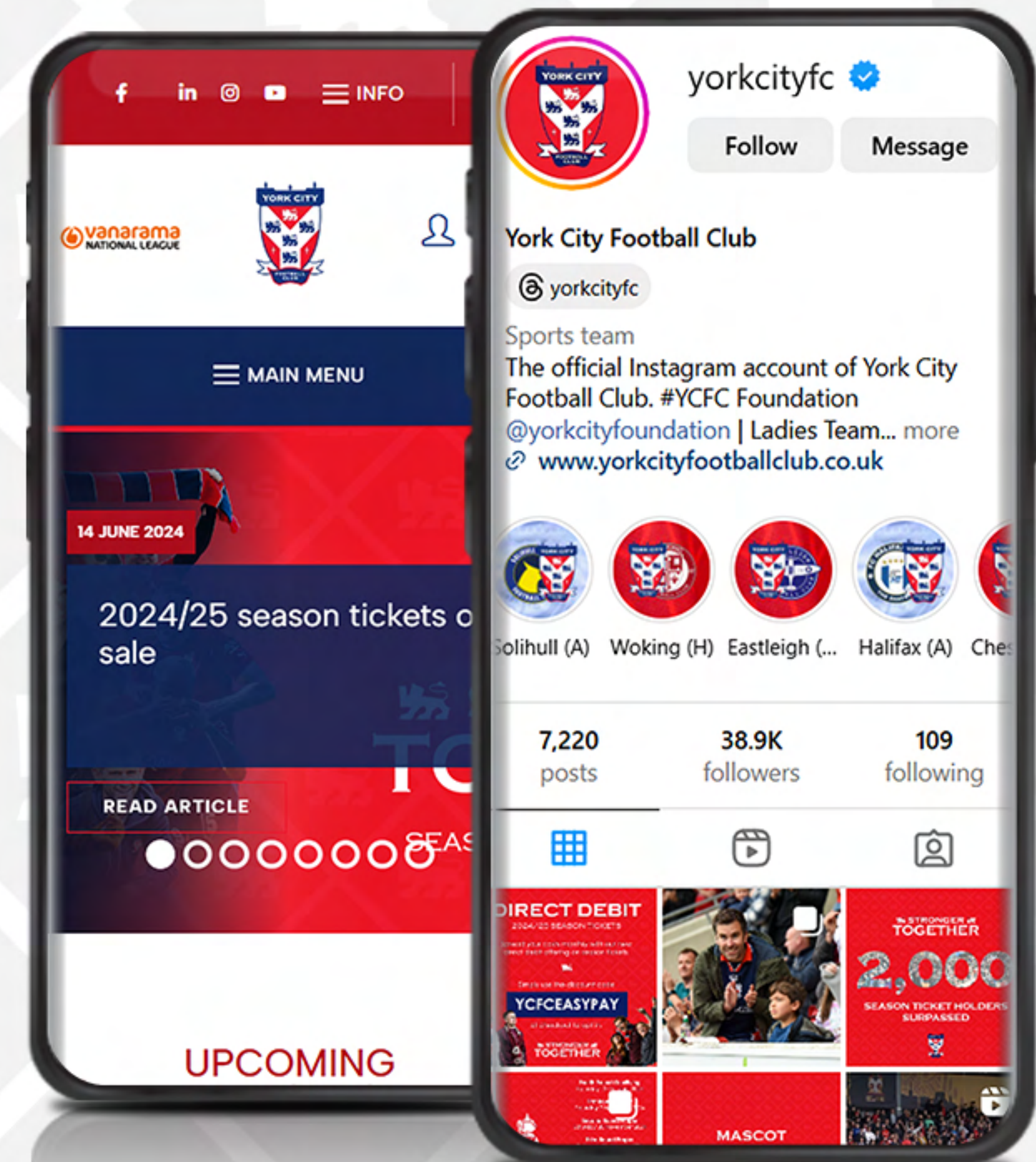
OUR AUDIENCE

1,415,000
Website Visitors

178,600
Social Media Followers

19,000
Email Database

Data collected 14 June 2024 | Web data from July 23 - June 24 |
Social media platforms include X, Instagram, Facebook



SOCIAL NUMBERS



72K

Followers

28M

Impressions



67.7K

Followers

76M

Impressions



38.9K

Followers

2.7M

Impressions



9.93K

Subscribers



16.4K

Followers





STADIUM NUMBERS

The 2024/25 season will mark our fourth at the LNER Community Stadium since its opening in 2021, complete with excellent facilities and a leisure complex.



111,705

Combined home
league attendance



7,657

Highest home
league attendance



4,857

Average home
league attendance

8.9K Programmes sold in 2023/24

Statistics from the 2023/24 season.

VIEWING FIGURES

TNT Sports is the official broadcast partner for the Vanarama National League, with a minimum of 45 games televised throughout the season, and each club featuring at least once.

TNT Sports also share TV rights with the BBC for the Emirates FA Cup.



York City vs Wigan Athletic
FA Cup Second Round (Dec 23)

758K
Peak Audience



Woking vs York City
National League (Sept 23)

59K
Average Audience

York City vs FC Halifax Town
National League (Oct 23)

13K
Average Audience

WEBSITE DATA

www.yorkcityfootballclub.co.uk



1.4M

Views



498K

Users



449K

Users



9.6K

Users



3.5K

Users



3K

Users



3K

Users



2.1K

Users



1.7K

Users

Data from July 2023 - 14 June 2024

EMAIL DATA



12.6K

Subscribed Contacts



40.3%

Average Open Rate

41%

of contacts are
often or sometimes
engaged.





YORK



202K

Total Population



9M

Annual Visitors



7.5K

Active Businesses

Census 2021. [online] City of York Council.
Available at: <https://www.york.gov.uk/statistics-information/census/3>.



YORK CITY FOOTBALL CLUB

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