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MEDIA PACK

HOT IRON- SCOTTISH AMERICAN FOOTBALL WEBZINE
www.hot-iron.co.uk



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INTRODUCING HOT IRON –SCOTTISH AMERICAN FOOTBALL WEBZINE

Hot Iron is a Scottish Web Magazine, published by Media Company, Irnwurks Media, covering all aspects of American Football from the junior to the Senior Scottish Amateur Leagues to the Professionals in NFL Europe.

ABOUT AMERICAN FOOTBALL IN SCOTLAND



During the past ten years, after almost going out of business, American Football in Scotland has become one of the fastest growing leisure activities – mainly due to the success of the country’s only professional side, the Scottish Claymores.

From 1995-2004, the Claymores featured in the European League, NFL Europe, playing their home games first at Murrayfield Stadium and during the final five years at Hampden Park, Glasgow – attracting an average 12,000 per game which ranks alongside most SPL Soccer games in terms of support.

In October 2004, the NFL closed down the Claymores, but the sport continues to live on in terms of Scottish teams competing in leagues from Junior right through to senior level.

British American Football League Division 1

East Kilbride Pirates

Twice UK runners up in the last four years

British American Football League Division Two

Glasgow Tigers

Dundee Hurricanes

Edinburgh Wolves

West Coast Trojans (Inverclyde)

British College League - Scottish Conference

Glasgow University Tigers

Stirling University Clansmen

Caledonian University Roughriders

Napier University (Edinburgh)

Paisley University Pyros

UK Champions, 1996, Runners Up 2005

UK Champions 2003

British Youth Kitted League – Scottish Conference

Clyde Valley Hawks (Wishaw)

North Lanarkshire Rams

Inverclyde Sharks

Glasgow Tigers

UK Champions 2003

UK Runners Up 2004

British Junior Kitted League

Inverclyde Raiders
Glasgow Tigers
Clyde Valley Falcons (Wishaw)

UK Division Winners 2004, Championship Runners Up

On top of that you also have the endless competitions in Flag Football, the non contact version of the sport which is open to males and females of all ages.

On the international front, Scots players have progressed from the domestic game to enjoy International success at GB Youth and Senior Level and with the Scotland Youth Kitted squad who trounced England 27-0 during a recent clash at the end of last year.

OUR OBJECTIVES

Our web site runs throughout the year and our aim is to continue to focus our coverage on the game in Scotland at all levels.

Even though the Claymores are no longer in operation, the game at grass roots level continues to grow with new kitted teams set to compete during the coming year.

Unlike any other American Football Websites, we give a Scottish perspective on the game catering for all ages with honest opinions as well as (we hope) some humour.

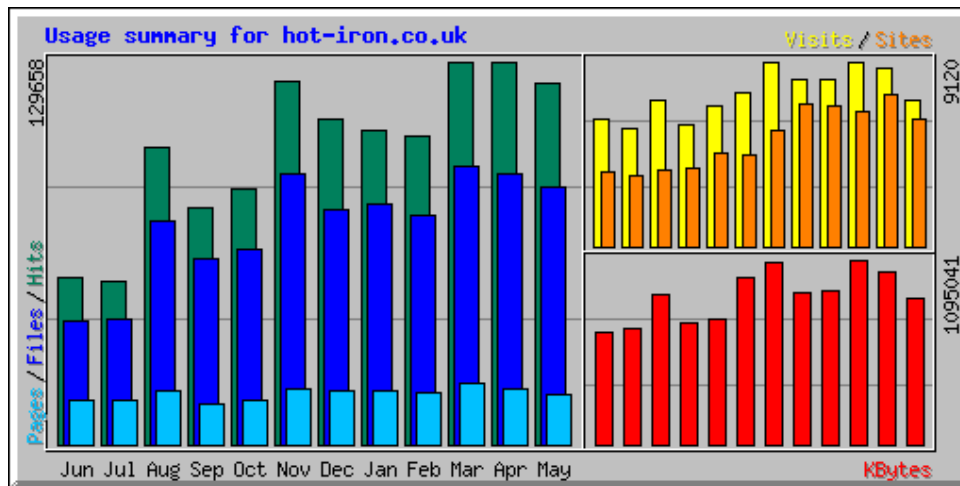
It is the strong Scottish theme as well as the unique content we believe that attracts visitors to our site.



Here is a summary of the number of visitors that log on to our site:

Usage Statistics for hot-iron.co.uk

Summary Period: Last 12 Months Generated 23-May-2005 22:20 BST



NUMERICAL STATS FOR HOT-IRON.CO.UK FOR JANUARY 2005 – MAY 2005 22:20 BST

Month	Daily Avg			Monthly Totals						
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
May-05	5355	3812	739	314	6303	877226	7242	17002	87694	123173
Apr-05	4319	3054	630	293	7530	1021231	8794	18925	91628	129596
Mar-05	4182	3049	671	294	6653	1095041	9120	20806	94520	129858
Feb-05	3740	2781	631	294	6907	914313	8238	17681	77872	104730
Jan-05	3433	2635	595	266	7029	899967	8260	18482	81708	106424



Plans are currently being drawn up to take American Football in Scotland to a new level, i.e.: clubs playing in stadiums, more international matches, raising the standards at all levels as well as being a recognised independent governing body in Europe.

At the moment we have been trying to utilise our limited resources to make our coverage as varied as possible and promote any major achievements by Scottish clubs or players.

But as the demand for coverage becomes greater then we have to raise our financial input in order to stay one step ahead of our competitors.

SPONSORSHIPS/ADVERTISING

As we continue to increase our profile and coverage, we are currently looking for news advertisers/sponsors that would be willing to work alongside us in order to help promote what has become a very popular competitive sport.

ADVERTISING

We offer advertising packages in blocks of five pages of your choosing including our main index page. These adverts would run for a full 12 month period

And even though our site is considered to be a niche market, we believe that advertising on our site would be a worthwhile opportunity for your company.

SPONSORSHIP PACKAGE

All sponsorship packages would run for a minimum period of 12 months, giving you prime banner advertising on both main cover page with links to your site, but you would also be an official sponsor for a particular section of the web site i.e.: "Scottish Gridiron, Youth Pages, College League etc.

Any match reports featured on a sponsored section would include the heading, "Brought to you in association with (Company Name) Official Sponsor.

For example if you sponsored stories featuring teams competing in the Scottish League, with match reports and features, this could result in around 50 articles throughout the 12 months.

Your company name would also feature (subject to approval from you) on any other promotional material/merchandise that we produce.

We currently attract over 9,000 visitors a month and with your help, then we could see that total increase dramatically.

If you are interested in finding out more about Hot Iron Webzine or the publishers, Irnwurks Media, then contact either:

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ABOUT THE PUBLISHERS



Irnwurks Media is a joint venture by Freelance Journalist, Frank McGroarty and Photographer, Gordon Newlands.

Back in 1994, Frank created Pics 'n' Pieces Reporting services providing desktop publishing and journalism services, which over the years, built up a substantial client base including many UK Publications.

In 1997, Frank teamed up with Freelance Photographer, Gordon Newlands, who has a proven track record as a music and sports photographer going back to the late 1980's.

Despite continuing on their own separate projects, both men have combined resources, working on a number of projects for publications in the UK and in North America.

After publishing a Scottish American Football magazine called Brannair in 1998, they decided to make their arrangement more permanent forming **irnwurks** in the following year and are now looking to expand their client base at home and abroad.

If you are an ex patriot, then tune into our Scottish American Football Webzine, **Hot Iron** bringing you the latest in America's number one Sport - Caledonian style, with the latest news and match reports of the Scottish domestic leagues as well as the pros in the NFL Europe League.

Also look out for our review webzine, **The Other Wurks**, which brings you reviews of the latest video, cinema, books music release and more.

For details of our services for businesses, then log on to <http://www.irnwurksmedia.com/promo.htm>.

For Newspaper Editors, we can bring you exclusive article's/reports and pictures direct to you papers via our E Mail/ Fax service.

Scottish News: We can keep you date on any news and current affairs that may be of interest to any ex patriots as well as stories that concern any individuals or businesses that are based in Scotland.

Sport:

Type of events covered so far include, Athletics (GB v USA), Soccer(Scottish Premier League), American Football (NFL Europe), Basketball (British Basketball League) and much more.....

Music:

West End Theatre Productions, Rock bands/Singer, Concert review/profiles.

Arts:

Edinburgh Festivals, Movie location reports, Previews/Reviews.

Tourism:

Reports on latest developments in the Scottish tourism industry as well as features on some of Scotland's historical monuments as well as scenic locations.

Events:

Scottish Parliament, Military Tattoo, Upphelly AA - Viking Torchlight Procession, The Mod etc...