



Carlton House  
Grammar School Street  
Bradford  
West Yorkshire  
BD1 4NS  
soccerpublishing.com

## IPSO Annual Statement January 1, 2023 to December 31, 2023

April 8, 2024

Soccer Publishing Ltd. is the operating company of This Is Anfield ([thisisanfield.com](https://thisisanfield.com)), an independent media outlet providing news, opinion and features, plus exclusive interviews and historical content, via its multi-media platforms.

Founded in 2001, This Is Anfield receives over 15 million unique users per year, with an average of 8 million page views per month. 2023 saw This Is Anfield reach over 4.5 million followers across social media networks, with significant growth on Instagram and YouTube.

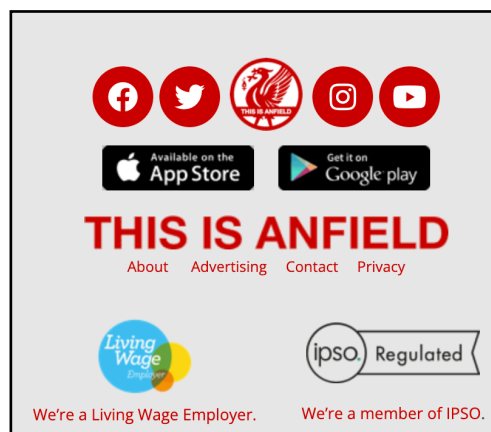
This Is Anfield has two daily newsletters, one that is automated for all visitors and one that is curated for subscribers to a premium service.

This Is Anfield has an editorial team of four full-time staff, headed by the founder, Matt Ladson, who is the regulated entity's responsible person for IPSO, and editor, Jack Lusby.

We see ourselves as far more than 'fan media', hence being registered with IPSO and also a Real Living Wage accredited employer, plus following our own internal professional standards.

All our staff are trained according to our employee handbook and editorial style guide, which follows the Associated Press style guidance, and are given ongoing training and feedback, including via fortnightly editorial team calls.

We display the IPSO mark in the footer of all pages of our website (pictured below), linking to our [about page](#) that outlines our membership to IPSO and the complaint procedures.





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We have had no major complaints since becoming a member of IPSO in 2022. Readers can make a complaint by contacting the website via the contact us and about pages, which are linked from all pages on our website.

We also display IPSO's contact information if readers wish to pursue a complaint directly (pictured below). We are committed to transparency and accuracy as a media outlet.

**We're a member of IPSO**



This Is Anfield is a member of the Independent Press Standards Organisation (which regulates the UK's magazine and newspaper industry). We abide by the Editors' Code of Practice and are committed to upholding the highest standards of journalism.

If you think that we have not met those standards and want to make a complaint, please contact [thisisanfield@thisisanfield.com](mailto:thisisanfield@thisisanfield.com). If we are unable to resolve your complaint, or if you would like more information about IPSO or the Editors' Code, contact IPSO on 0300 123 2220 or visit [www.ipso.co.uk](http://www.ipso.co.uk)

Any mistakes that we are notified of or notice in-house are rectified promptly by our editorial team. We have, on occasion, edited content to revise information after being contacted by relevant parties, such as Liverpool FC or other journalists with further information. In each instance the contacting party has been happy with our response and professional approach to ensure accuracy.

In 2023 we brought on highly-respected journalist, David Lynch, formerly of Liverpool FC, The Manchester Evening News, The Standard, and other mainstream publications, in a freelance capacity, further enhancing our output as more than just a fan media but as a trusted publication.

The year 2024 promises to be an exceptionally busy one for us as a business and our team will strive to continue to meet the standards we have set so far.

Matt Ladson  
Head of content, This Is Anfield