



SOCCER
PUBLISHING

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IPSO Annual Statement

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Soccer Publishing Ltd. is the operating company of This Is Anfield (thisisanfield.com), an independent media outlet providing news, opinion and features, plus exclusive interviews and historical content, via its multi-media platforms.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 16 million unique users per year, with an average of 9 million page views per month. 2024 saw This Is Anfield reach the milestone of 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 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.

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.

Matt Ladson
Head of content, This Is Anfield