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IPSO Annual Statement January 1, 2022 to December 31, 2022

February 14, 2023

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(thisisanfield.com), an independent media outlet providing news, opinion and features, plus exclusive interviews and historical content, via its multi-media platforms.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 now receives over 15 million unique users per year, with an average of 7.2 million page views per month. 2022 saw This Is Anfield achieve over four million followers across social media networks.

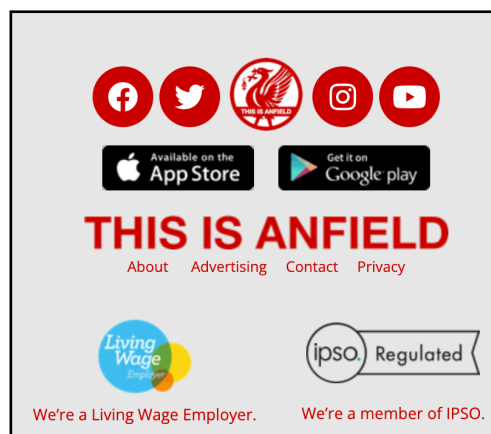
This Is Anfield has two daily newsletters, one that is automated for all visitors and one that is curated for subscribers to a premium service.

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

We see ourselves as far more than a 'fan media' outlet, hence being registered with IPSO, being a Real Living Wage employer, and following 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.



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. 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

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.

When we first registered with IPSO, we utilised the pre-publication advice particularly in relation to clickbait content, but felt that we already worked to similar guidelines.

As we look to expand our small editorial team and our coverage in 2023, we look forward to continuing our relationship with IPSO and working on together on training new staff members utilising their guidance.

Matt Ladson
Editor, Founder, This Is Anfield