# MEDIA KIT

Last updated:30th August 2019

SCIENCE for SPORT

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# ABOUT US

Why we do what we do

**Purpose**

*Why* we do what we do

Our purpose is to cut through the rubbish and supply reliable, unbiased, and research-backed sports science information which coaches can quickly and confidently apply to their athletes.

**Vision**

*What* we want Science for Sport to look like 5 years from now (Jan 1st 2025)

To be the most trusted sports science educational resource in the World.

**Mission**

*How* will we achieve our vision?

To achieve our vision, our mission is to collate and organise the World's best sports science education and deliver it to them as quickly as possible.

**Company tagline/slogan**

Our *memorable* phrase

Trusted education.

**Our one key phrase**

The *message* we use

Helping us share trusted information with the world.

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# WHAT WE STAND BY

Everyone stands by something

**Our 7 Core Values**

What we stand by and *believe* in

1. Evidence-based and unbiased.
2. Reliable and trustworthy.
3. Relevant.
4. Practical.
5. Current and up-to-date.
6. Concise and succinct.
7. Honesty and transparency.

**Brand Promises**

What we *promise* to our audience

1. Trustworthy.
2. Concise and succinct.
3. Relevant.

**Brand Promise Guarantees**

How we ensure we *deliver* on those promises

1. Trustworthy = 100% backed by science
2. Concise and succinct = Jargon-free
3. Relevant = 100% Sports Science/Strength & Conditioning

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# OUR JOURNEY

From then to now

| | |
|---|---|
| January 2020 | **3,000** Performance Digest Members |
| June 2018 | **150k** Facebook Followers |
| May 2018 | **1,000** Performance Digest Members |
| April 2018 | **50k** Instagram Followers |
| February 2018 | **2 million** website visitors |
| January 2018 | **100k** monthly website visits |
| March 2017 | **1 million** website visitors |
| December 2016 | Launched the Performance Digest |
| July 2016 | **100k** Facebook Followers |
| March 2016 | Science for Sport was born |

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# THE TEAM

Responsible for the operations and development

## Company Directors

**Owen Walker** MSc*D CSCS

Owen is the Founder & Director of Science for Sport. He was formerly the Head of Academy Sports Science and Strength & Conditioning at Cardiff City Football Club, and an interim Sports Scientist for the Welsh FA. He also has a master's degree in strength and conditioning and is a NSCA certified strength and conditioning coach.

**Email**: Contact@scienceforsport.com

**Luke McIlroy** BSc ESSA L1 Triathlon Coach

Luke is the Sales & Marketing Director. He is an ESSA accredited exercise scientist and his personal area of focus is on endurance sports, primarily long-distance triathlon.

**Email**: Contact@scienceforsport.com

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# THE TEAM

Responsible for content production

## View the whole team

Click here

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# OUR PRODUCT

What keeps the business ticking

## Performance Digest


Currently we only sell one product, the Performance Digest.

The Performance Digest is a monthly review of the very latest sports performance research. It is a digital magazine/ebook which consists of 19 research reviews each month and one audio review. The reviewed research is centred around the following topics:

- The Science of Coaching
- Strength & Conditioning
- Technology & Monitoring
- Fatigue & Recovery
- Youth Development
- Nutrition
- Injury Prevention & Rehabilitation

This product allows readers to keep their knowledge up-to-date with the rapidly-changing and ever-evolving world of sports performance. Members also have the ability to earn ongoing continuing education points for several highly-regarded accreditations (e.g. NSCA Certified Strength & Conditioning Specialist).

We currently have **1,800+ active members**, with over 1,700 of them in our exclusive "members-only" Facebook group where they get to connect, network, and share knowledge with the other members and the Science for Sport team. As displayed in the "Our Story" section, our objective is to grow to 3,000 active members by January 1st 2020.

**Try it for yourself...**

**Grab your FREE COPY**

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# OUR AUDIENCE

Who follows us and consumes our content

## Readership

Perhaps it goes without saying, but our readership is comprised of any sports performance enthusiasts or professionals. For example:

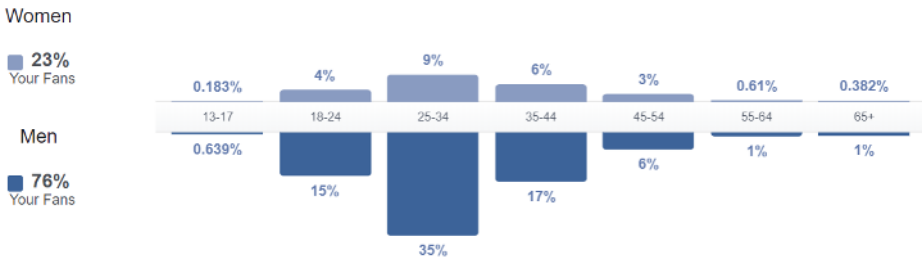
### Our Primary Audience

- Sports scientists
- Strength & conditioning coaches
- Performance coaches/managers
- Sport & exercise science students
- Academics/sports lecturers

### Our Secondary Audience

- Physical therapists/physiotherapists
- Athletic trainers
- Sports medical practitioners
- Sports coaches
- Physical education teachers
- Athletes

## General Information



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# OUR WEBSITE

Some statistics regarding our website

Yearly

**1.8m +**

visits

Monthly

**150k +**

visits

2.51 mins

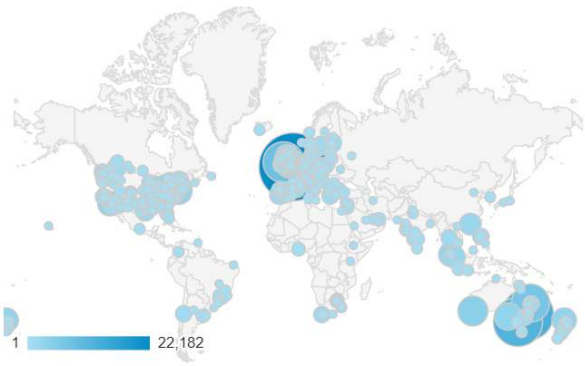
Av. time on site

# of pages viewed

**1.37**

per visit

Location

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# SOCIAL MEDIA

Our social presence

Click the favicon to visit the profile

**160,000 likes**

+ 280 per week

**196,000 followers**

+ 3,000 per week

**20,000 followers**

+ 80 per week

**2,000 subscribers**

+ 10 per week

Next major focus for growth

We also have and but don't consider them very powerful.

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# EMAIL LIST

Our healthy list

**38,000 emails**

+ 600 per week

## Open Rate

**35%**

Average email

## Click-through Rate

**5%**

Average email

NOTE: this does not include automations, which have substantially **higher** open and click-through rates.

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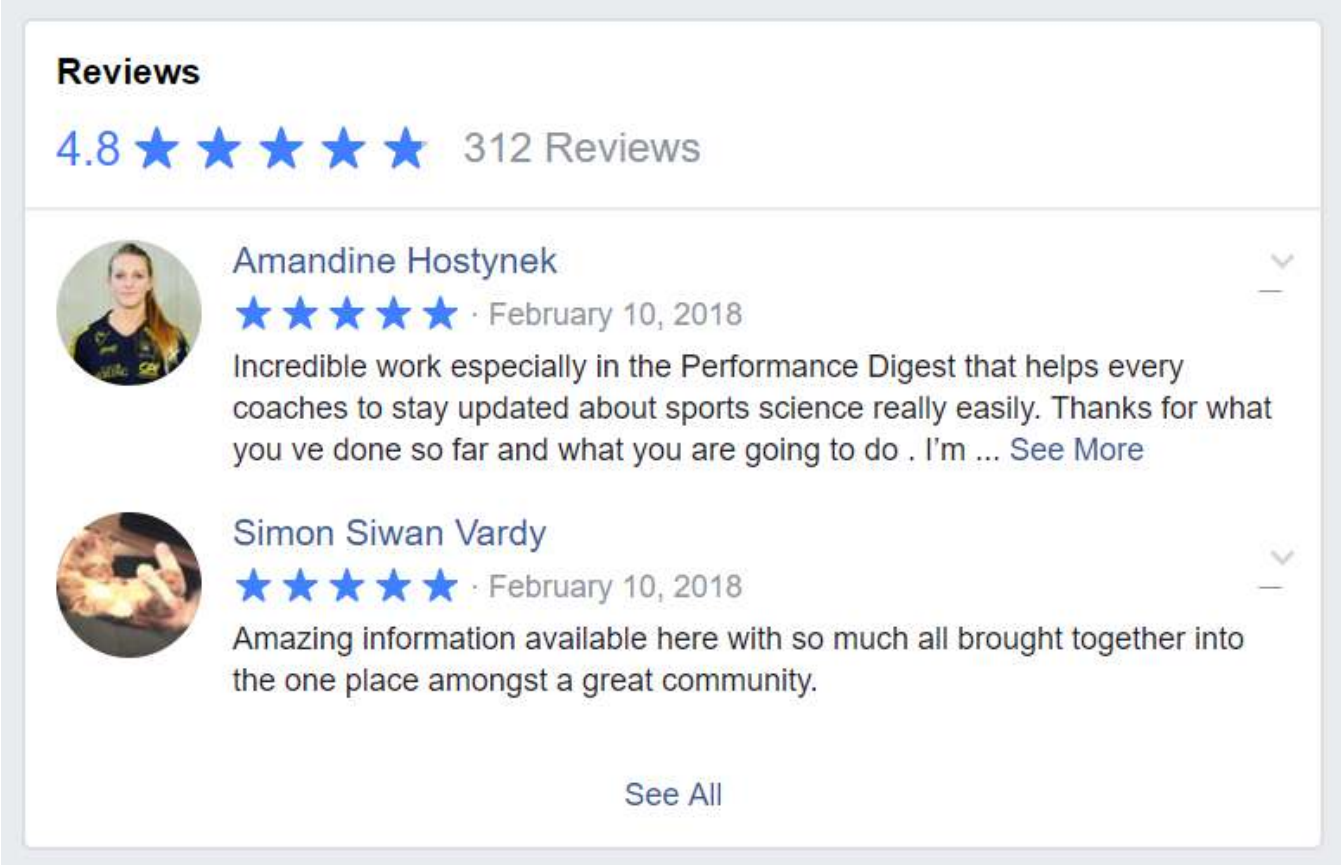
# TESTIMONIALS

Don't just take our word for it

## Facebook Reviews

what 312 of our followers have said




View them all for yourself

**Check out the reviews**

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# MEDIA COVERAGE

where we've been featured

## Exercise & Sports Science Australia (ESSA)


SCIENCE for SPORT

CROSS-EDUCATION: A SUPER TOOL FOR TRAINING INJURED ATHLETES?

OBJECTIVE

Cross-education is the phenomenon whereby exercise of one limb can induce strength gains in the contralateral untrained limb. The aim of this study was to review the current research findings regarding crosseducation

(CE) following unilateral strength training, and determine the overall magnitude of the contralateral strength gains.

WHAT THEY DID

The databases MEDLINE, the Cochrane library, Scopus, Web of Science, and PubMed were searched for randomised controlled trials focusing on unilateral resistance training from inception to December 2016. Inclusion criteria included: (1) participants randomly assigned to unilateral training and to a control group receiving no intervention; and (2) at least one group of the study undergoing a unilateral resistance training witha minimal duration of 2 weeks against at least 50% of maximal voluntary strength. Thirty-one studies wereincluded in the meta-analysis, and the risk of bias of these studies was assessed using the Cochrane Risk of Bias tool.

WHAT THEY FOUND

The CE effect resulted in a significant 11.9% contralateral strength increase on average. Results differed between body region. The upper-body saw a 9.4% contralateral increase, whereas the lower-body saw a 16.4% contralateral increase. Results also varied according to contraction type used – isometric (8.2%), concentric (11.3%), eccentric (17.7%), and isotonic-dynamic training (15.9%). Finally, a high risk of bias was detected across all studies.

PRACTICAL TAKEAWAYS

This review proposes an evidence-based estimate of the CE effect and indicates that unilateral resistance training induces moderate to large contralateral gains in strength in healthy subjects. This has significant implications for injured athletes who are unable to train properly due to an injury on one side of the body. Using the CE effect, strength gains are better able to be maintained on the injured side without training it directly.

It is important to note that the size of the CE effect varies depending on the body region and the contraction type utilised. This study shows that the CE effect is far more pronounced for the lower-body, suggesting that lower-limb strength can be better maintained around injury. Strength and conditioning coaches should also use both eccentric and dynamic (concentric + eccentric) contractions over isometric and concentric contractions, as these contraction types provide a greater CE effect.

For example, if an athlete is in rehabilitation for a knee ligament injury (e.g. ACL) and is unable to strength train bilaterally, heavy single-leg leg press or weighted single-leg squats should help maintain strength on the injured side.

TIM'S COMMENTS

"It is surprising how many strength and conditioning coaches are unaware of the effects of cross-education, it is a powerful tool to help maintain an athlete's strength around an injury.

Interestingly, the magnitude of the contralateral strength gains appears to largely depend on the strength gains obtained ipsilaterally (i.e. with the uninjured side). Therefore, it is important that the athlete is in the correct mindset to train hard and really push to try improve strength on the uninjured side, as this will increase the crossover effect.

This recent review fills an important gap in the research, as the last systematic review on this topic was published a decade ago, and since then, numerous studies have been published on CE. As the authors of this study suggest, more high-quality studies are needed on this topic, due to the high risk of bias in the studies available to date."

*Tim Rowland*
*Tim is the Head Strength and Conditioning Coach at the Sydney Rays Women's Rugby Sevens Team and has assisted previously at the Australian Rugby Sevens. He has a Bachelor of Physiotherapy (1st Class Honours), Master of High Performance Sport, and the ASCA Level 2 S&C Accreditation.*

SCIENCE for SPORT

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ESSA
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## Strength Matters Magazine


SELF HELP

Foam rolling is nothing new, but how effective is it really? Owen Walker takes a look at the science behind the ever-popular self-manual therapy tool

OWEN WALKER

SCIENCE MATTERS

"DUE TO FOAM ROLLING'S POPULARITY, RESEARCH ON THIS TOPIC HAS EXPLODED IN RECENT YEARS AS RESEARCHERS ATTEMPT TO UNRAVEL HOW IT AFFECTS OUR BODIES"

STRENGTHMATTERS

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# BRANDING

How to correctly display our brand

## Press & Brand Assets

Thank you for your interest in Science for Sport. We have a few guidelines for using Science for Sport's brand resources - please take a moment to familiarise yourself with them.

## Science for Sport

Science for Sport is three words.
Please capitalise the first S and the second S.

**Science for Sport**
Like this.

**science for sport**
Not like this.

**Science 4 Sport**
Not like this.

## Logos

Original (JPEG)
Download

For complex backgrounds
Download

Transparent (PNG)
Download

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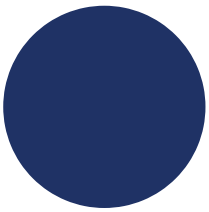
# BRANDING

Our brand colours

**Colour code**



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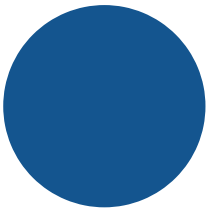

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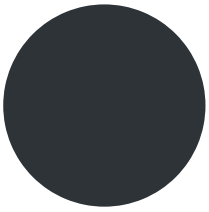

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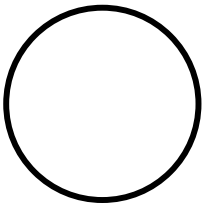

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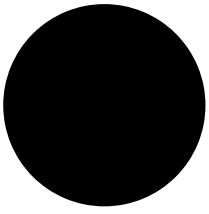

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# CONNECT WITH US

We'd love to hear from you

## Who to contact

**Owen Walker**

We're only forming a limited number of partnerships, so don't delay if you're interested. Get in touch now.
Contact@scienceforsport.com

You can also connect with us via social media

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