PARTNER DECK · NOVEMBER 2026

Hammers Notes

West Ham United, covered properly — and an audience of older East London men that no other football channel can offer you.

OLLIE · HAMMERSNOTES@GMAIL.COM

YOUTUBE.COM/@HAMMERSNOTES

22,000

individual people watched Hammers Notes last month

94,700	296,000	1,348	3:47
VIEWS LAST MONTH	VIEWS SINCE LAUNCH IN AUGUST	SUBSCRIBERS	AVERAGE VIEW DURATION

SOURCE: YOUTUBE STUDIO · YOUTUBE PARTNER SINCE OCTOBER 2026

THE AUDIENCE

Not the audience you'd expect from a football channel

60%

are over 45 — and nearly half are over 55

98%

are men

71%

are in the UK, concentrated in East London and Essex

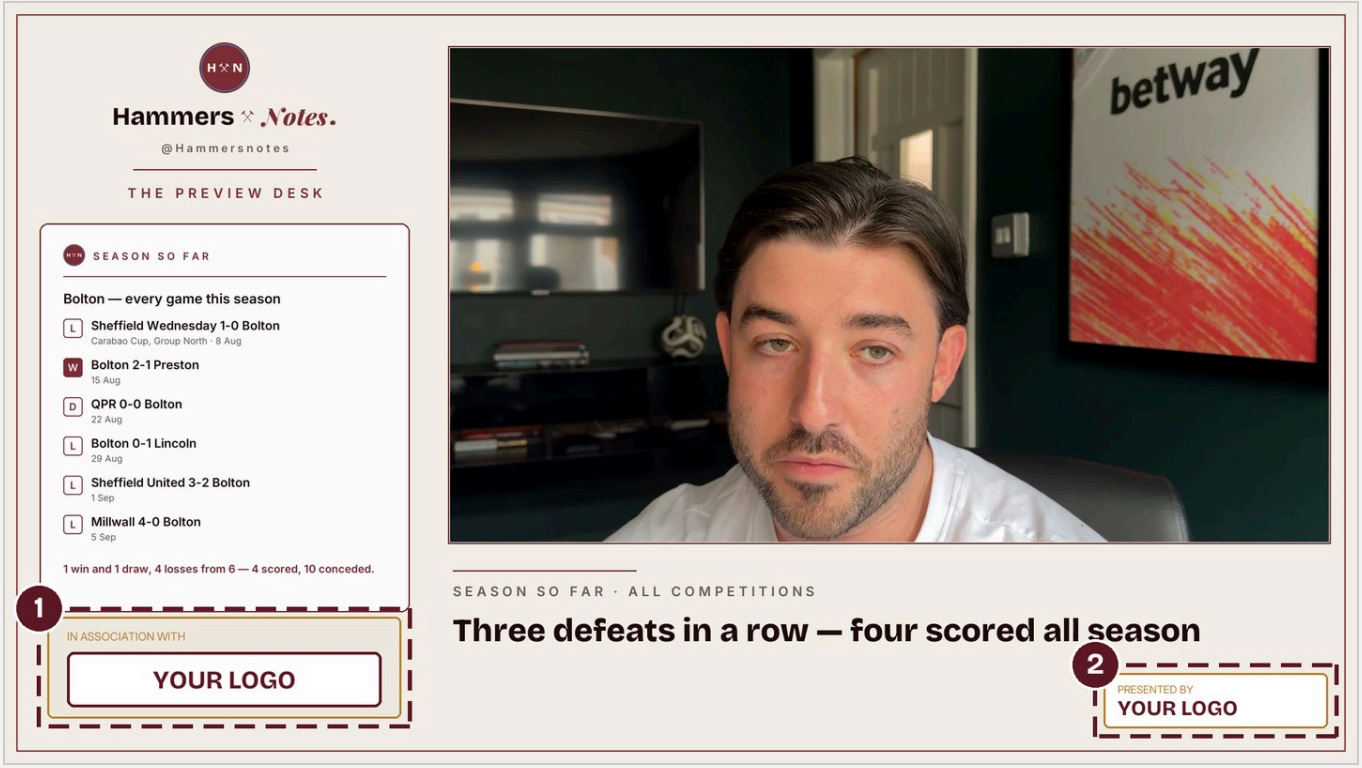
44%

of all watch time is on a television, in the living room

Settled older British men, watching on the big screen. The highest-disposable-income demographic there is — and one of the hardest to reach on social platforms.

SOURCE: YOUTUBE STUDIO, VIEWS AND WATCH TIME BY AGE, GENDER, GEOGRAPHY AND DEVICE

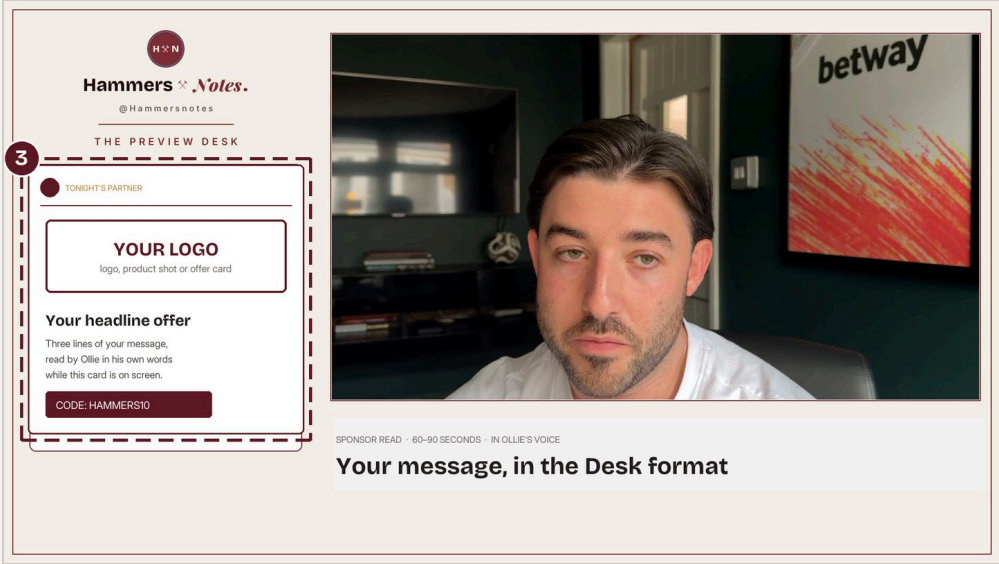
On screen for the whole video — never over the football

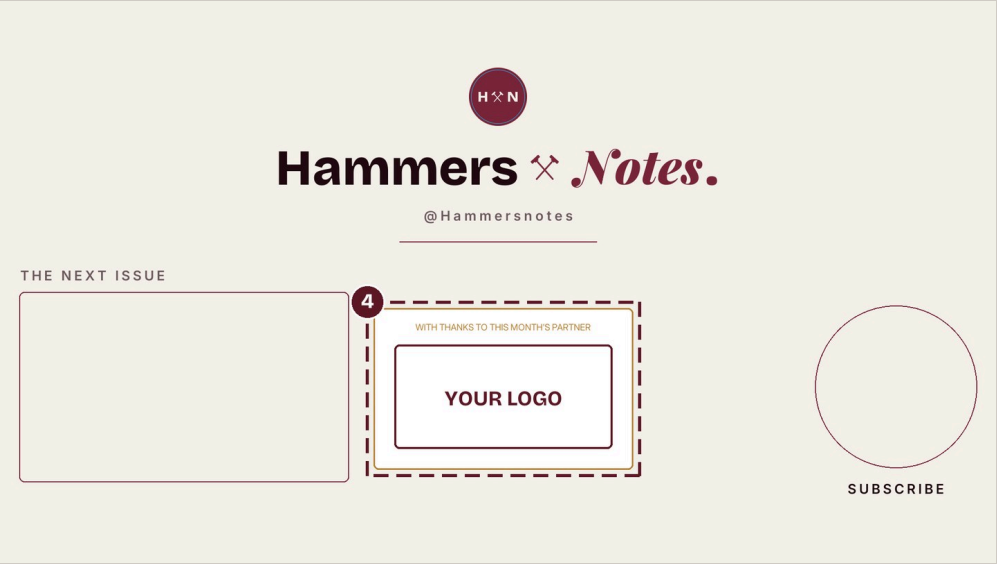


1 **Partner strap** — foot of the panel, every video in your period

2 **Presented-by tag** — under the headline, every video in your period

Your offer in Ollie's voice, then your logo on the way out

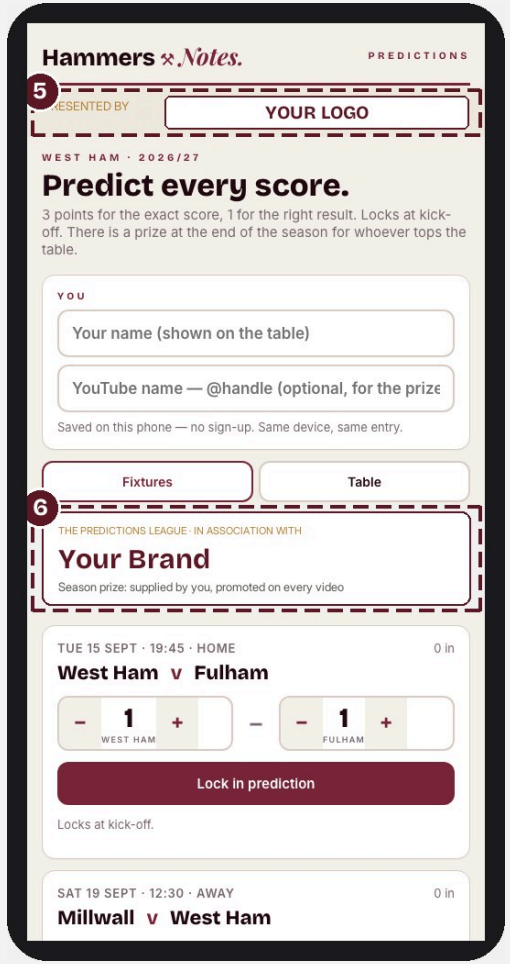




3 **Sponsor card** — logo, offer and code take the panel for 60–90 seconds while Ollie reads your message in his own words

4 **End screen** — the last 20 seconds of every video, beside the next-issue and subscribe prompts

A game the audience plays every match week — with your name on it



5 **Presented-by strip** under the masthead — on every screen of the app, all season

6 **Title card** above the fixtures — "The [Your Brand] Predictions League", with your prize named

⚒ **On the videos too** — the weekly league card in the Desk panel carries your name, and the leaderboard post goes to every subscriber

> Viewers predict every score, three points for the exact result. The league is live and runs every remaining match week of the 46-game campaign. The title is still open.

Five ways in

Trial read

FIRST BOOKING

£75

~~full rate £125~~

- 60-second read in Ollie's voice
- Your own discount code on screen
- Link in the description, so you can see what it brings in

Integration

ONE VIDEO

£125

~~full rate £150~~

- 60–90 second read, mid-video
- Sponsor card with logo, offer and code
- Link in the description

Month of the Desk

RECOMMENDED

£450

~~full rate £750~~

- Strap and tag on every video, all month
- Two reads with sponsor cards
- End-screen logo on every video
- One Instagram post

League Title

LIVE NOW

£600

~~full rate £1,200~~

- "The [Brand] Predictions League"
- Name on the app, the weekly league card and the leaderboard posts
- Every remaining match week of the 46-game season

Season Partner

AUGUST TO MAY

£3,000

~~full rate £5,500~~

- Month of the Desk, every month
- First refusal on derby weeks and deadline day
- Two dedicated videos

DEDICATED VIDEO £300 · EXTRA READ INSIDE A MONTH OR SEASON £75 · LIVE-STREAM PRESENTING PARTNER £100

WHY THE MONTH

The same 22,000 people, around twenty times

20 uploads in a typical month — a preview and a review for every game, plus transfer and ownership news as it breaks

32k long-form views a month carrying your strap, tag and end-screen logo

2 sponsor reads in Ollie's voice, with your offer and a code on screen

1 Instagram post to @hammersnotes, and a link in every description

> One integration reaches one audience once. A month is the difference between being seen and being remembered — and at £450 it is priced for a first partner, not a finished channel.

A partner knows in August exactly which weeks they appear

- **Preview** the day before every game — watched on the way to the ground
- **Review** after every game — the honest reaction, with the Sky stats
- **Ownership and transfers** as they break — the videos that reach 11,000
- **Live streams** on matchday and deadline day, with live chat
- **Predictions league** — live now, played every match week
- **Derby weeks and deadline day** — the biggest audiences of the year, first refusal to a season partner

HOW WE WORK

Three things a partner can rely on

No betting partners

A deliberate position. Your brand sits in clean company.

No clickbait

Titles say what's in the video. The click-through is earned on accuracy, which is why viewers stay.

Editorial independence

Partners buy placement and attention, never opinions on the club — which is exactly why the audience trusts what it hears.

Ollie — Hammers Notes

hammersnotes@gmail.com
youtube.com/@Hammersnotes · instagram.com/hammersnotes

All figures from YouTube Studio for the 28 days to 8 November 2026, verifiable by screen-share. Founding partner rates apply to the first five partners and are locked to the end of the 2026/27 season.