

The money hiding within the niche



Trinity Mirror plc

**or .. why 3 million
can be better
than 10 million**



Trinity Mirror plc



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2008

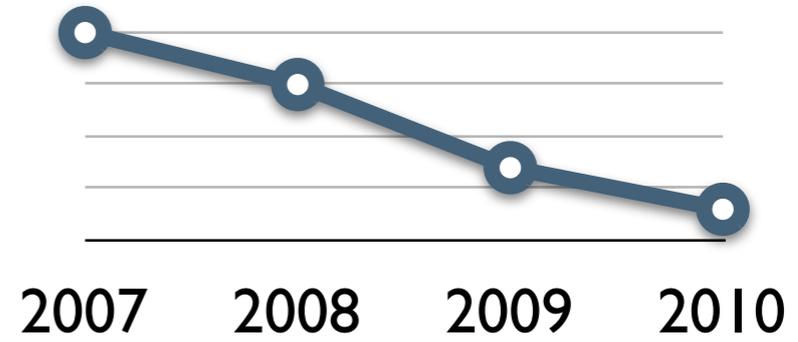
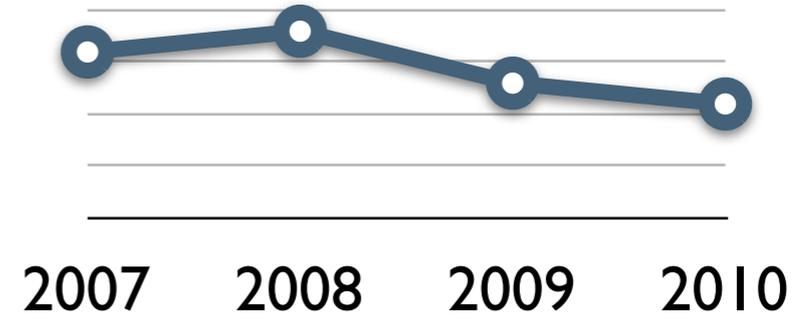
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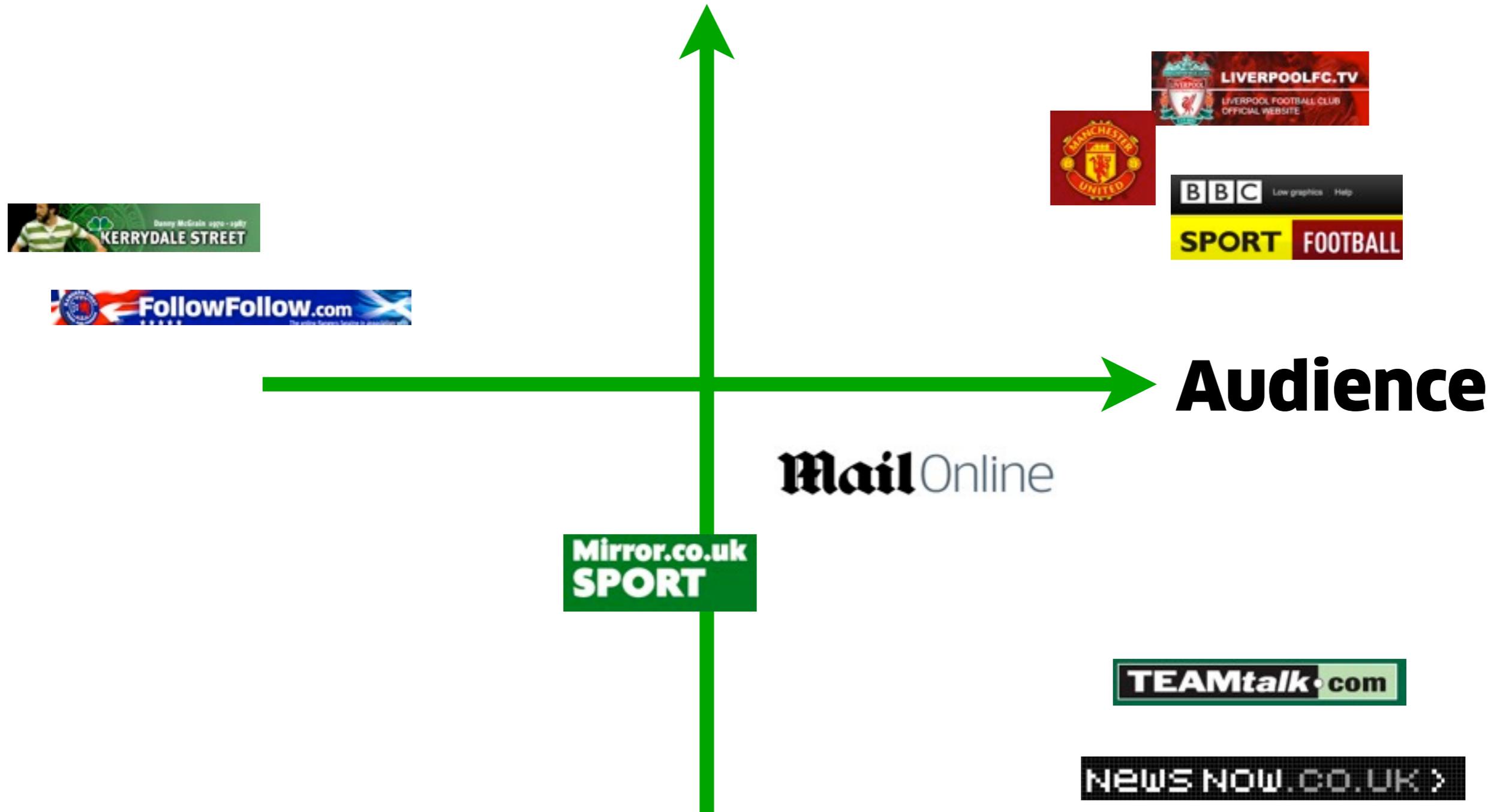
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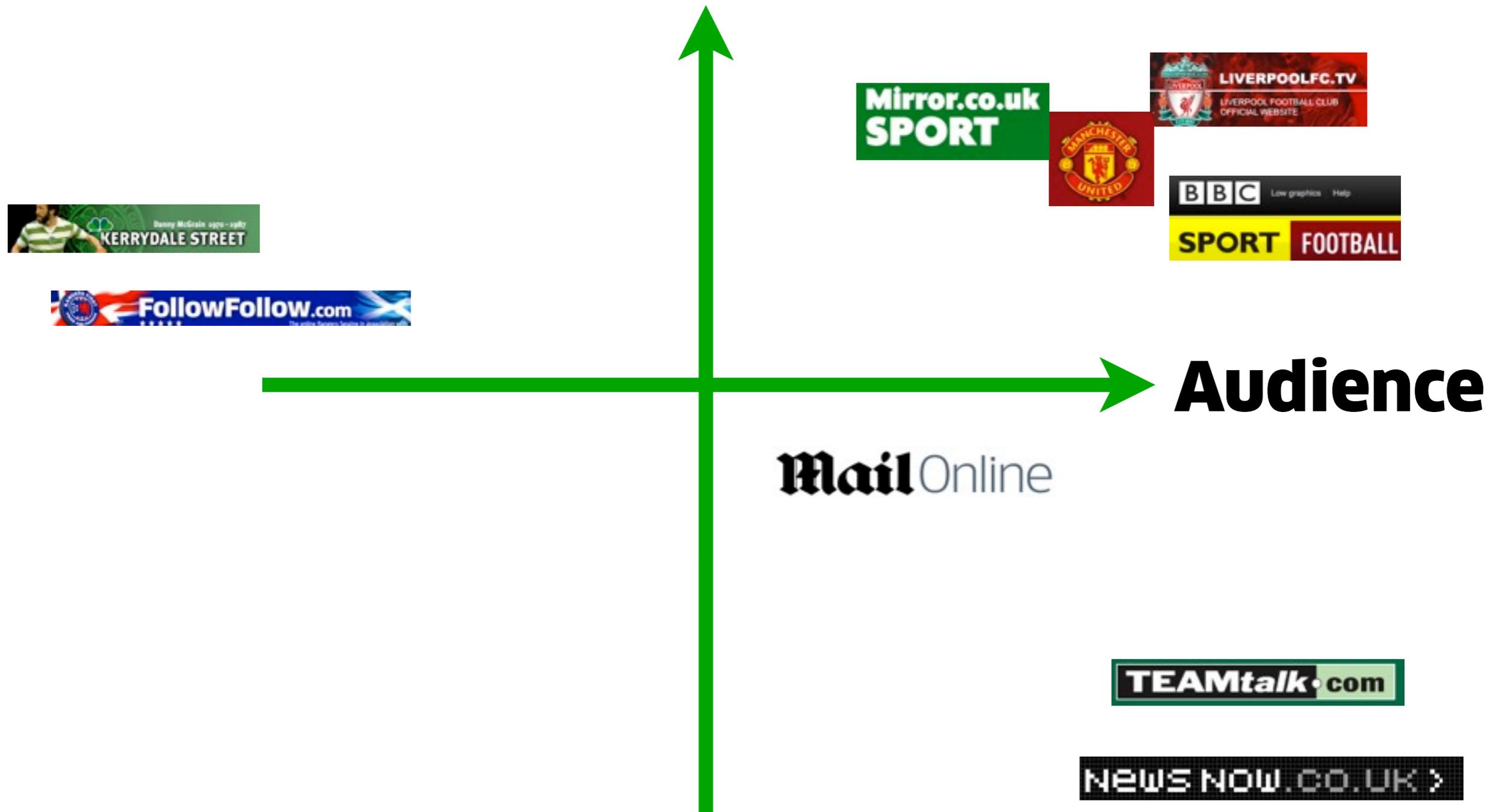
**Collapsing CPM =
collapsing engagement**



Engagement



Engagement





Arguments in favour:

- 1: Re-engage the user**
- 2: Integrate digital and print teams**
- 3: Concentrate content**
- 4: Create new brands**
- 5: Add new dimension to cross media deals**
- 6: Open new revenue streams**

Arguments against:

- 1: Loss of traffic from mirror.co.uk**
- 2: Development costs for new platform**
- 3: Different agendas across Trinity Mirror**
- 4: “Agencies won’t care”**
- 5: And anyway, what’s so special about Mirror Football?**

1/2d.

Daily Mirror

All the News by
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Photograph, and
Paragraph.

An Illustrated Paper for Men and Women.

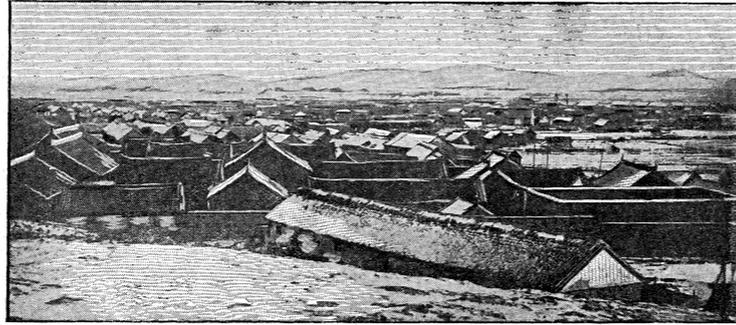
No. 156.

Registered at the G. P. O.
as a Newspaper.

WEDNESDAY, MAY 4, 1904.

One Halfpenny.

THE RUSSIAN RETREAT FROM THE YALU.



Antung, on the north bank of the Yalu River, burned by the Russians during their retreat after the Japanese victory on Sunday.



Mr. Sigmund Gootze, the painter of the allegorical picture, 826 in the catalogue, which is attracting so much attention at the Academy.

SUCCESSFUL HOSTESS.



Mrs. Carl Meyer gave one of the first dances of the season last night.—(Photograph by Langford.)

NEW AMBASSADOR.



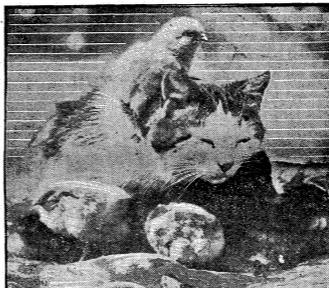
Count Mensdorff, the new Austro-Hungarian ambassador to England.—(Photograph by Elliott and Fry.)

A NAVY APPOINTMENT.



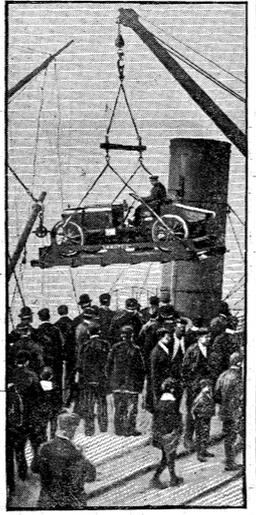
Admiral G. Atkinson Willes just appointed to the command of the East Indies Station.—(Photograph by Russell.)

CAT'S CURIOUS FAMILY.



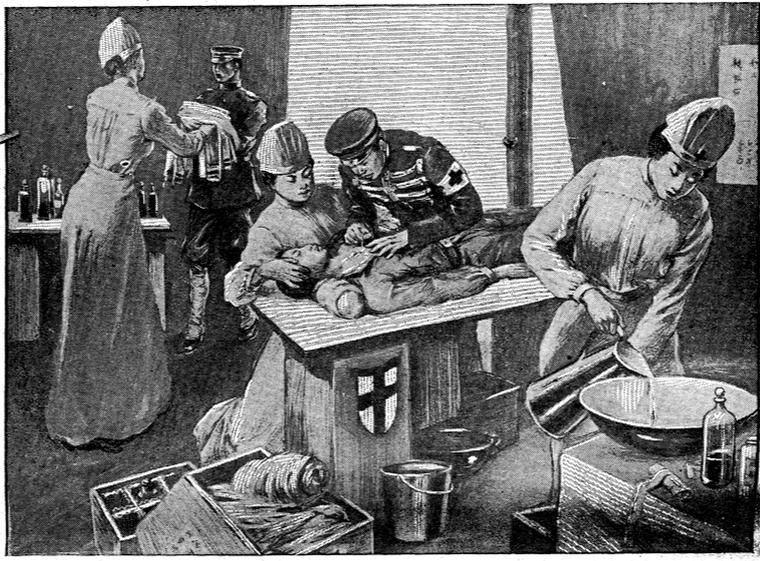
This cat, at Wadebridge, in Cornwall, has adopted a brood of chicks. She carried them off in her mouth, and is rearing them with great care.

LANDING GORDON-BENNETT CARS.



The competing cars in the eliminating trials in the Isle of Man for the Gordon-Bennett race are creating great interest at Douglas on their arrival. They are swung ashore by a crane.

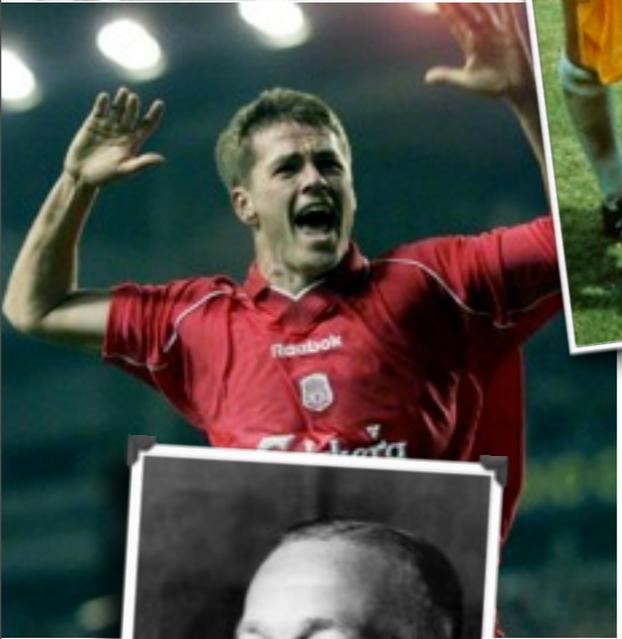
JAPANESE HOSPITAL AT THE FRONT.



The Japanese military hospitals at the front have proved to be most completely organised. This picture is from a photograph by our special correspondent in Korea.



**60million
images**



**What's so special
about football?**

Football is anticipation

Football is nostalgia

May 27, 1981, Paris, France

Liverpool 1 : 0 Real Madrid



May 27, 1981, Parc des Princes Liverpool 1 : 0 Real Madrid



May 27, 1981, Parc des Princes Liverpool 1 : 0 Real Madrid



May 27, 1981, Parc des Princes Liverpool 1 : 0 Real Madrid



May 27, 1981, Parc des Princes Liverpool 1 : 0 Real Madrid



May 27, 1981, Parc des Princes Liverpool 1 : 0 Real Madrid

Mirror Sport

Thursday, May 28, 1981 No. 24,038
Telephone: (STD code 01)—353 0246
CHANNEL ISLANDS 13p

Five in a row for England

WE'RE THE MASTERS!



**Mears sees Neal
as Hurst takes
case to tribunal**

FORMER Chelsea manager Geoff Hurst is to take the club before an industrial tribunal following his sacking last month.

He filed a claim for compensation for unfair dismissal at the tribunal's offices in Ebury Bridge Road, Chelsea, on Tuesday, and the case is expected to be heard in about six weeks.

Hurst's move came as Chelsea chairman Brian Mears confirmed he has seen both Bobby Campbell and John Neal about the managerial vacancy at Stamford Bridge.

Paisley men reign again

From CHRIS JAMES in Paris

ALAN KENNEDY crashed home the shot that beat Real Madrid here last night and made Liverpool European champions for the third time.

He struck the only goal of the game after 81 minutes to send the trophy to England for the fifth successive year.

Kennedy broke the deadlock in an often dull struggle when he collected the ball from a throw-in by Ray Kennedy and burst through a wild Spanish tackle to beat Real keeper Augustin with a rasping left-foot shot.

And the thousands of Anfield fans who had crowded into this city roared their delight—and relief.

Last night's success added to the already impressive statistics that Liverpool have built.

This was the tenth major trophy that manager Bob Paisley has won since succeeding Bill Shankly in 1974.

He has now won four League championships, three European Cups, one UEFA Cup, one European Super Cup and this season's League Cup.

And Paisley is the first manager in European Cup history to win that trophy three times.

Five Liverpool players last night collected their third European Cup winners' medals—Stay Clemence, Phil Neal, Ray Kennedy, Terry McDermott and Jimmy Case, who all played in the successful sides in 1977 and 1978.

FRANK MCGHEE'S



Ron may still move to United

By DAVE HORRIDGE

DESPITE Aston Villa's refusal to allow Manchester United to talk to manager Ron Saunders, there is still a chance he could move to Old Trafford.

The last word will rest with 48-year-old Saunders although all he would say yesterday was: "I hope to spend the rest of my managerial career at Villa Park."

But there has been no indication that his directors see their association with Saunders as a similar long-term situation.

A move to Manchester United would give him

greater security than his present three-year contract.

Saunders wants to stay at Villa and build on his First Division championship success, but the prospect of managing Britain's biggest club must be a temptation.

Villa chairman Ron Bendall, confirming that his United counterpart Martin Edwards had sought permission to speak to Saunders, said: "I told him we could not allow it."

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**A: It's home to the greatest
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Kenny Daiglish...	Kenny Daiglish...	Kenny Daiglish...	Jock Stein...	Billy McNeill...	Billy McNeill...	Bill Shankly...	Kenny Daiglish...				
Graeme...	Chic Murray...	Michael...	Kenny Daiglish...	Craig...	Kenny Daiglish...	Kenny Daiglish...	Stan...	Stan...	Dominic...	Jamie...	Robbie Fowler...
Gary Gillespie...	Graeme...	Jamie...	Rick Parry, left...	Gerard...	Nessy Shankly...	MICHAEL...	Liverpool FC...	LIVERPOOL...	FORMER...	FORMER...	Patsy Palmer...
Patsy Palmer...	Nicolas Anelka...	Milan Baros...	LIVERPOOL...	Fabian...	Phil Thompson...	Michael Owen...	Liverpool's...	Liverpool's...	Footballer...	Liverpool's...	Tens of...
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Published: March 15, 1948

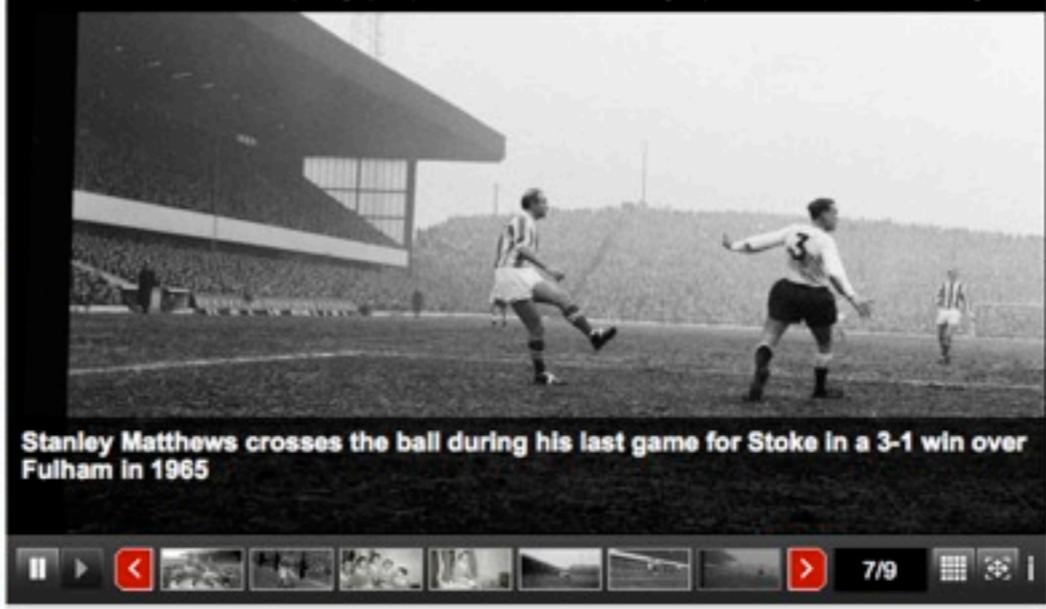
FA Cup semi-final match report

Stanley Matthews

The greatest English player of all-time

Full name: Stanley Matthews
Date of birth: February 1, 1915
Date of death: February 23, 2000
Clubs played for: Stoke, Blackpool
Clubs managed: Port Vale

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Biography | Your Memories

Club Career

Recognised as one of the most outrageously talented footballers of all-time, Matthews had the kind of close ball skills that most players can only dream of. He signed for his hometown club, Stoke, early in 1932 and made his league debut away at Bury on March 19, becoming a firm favourite with the fans over the following 15 years.

He moved on to Blackpool for £11,500 in 1947 at the age of 32, where people expected him simply to play out the last couple of years of his career. Instead, a rejuvenated Matthews remained with the Seaside for a staggering 14 years as a key player in the club's most successful era, winning the FA Cup in 1953 and performing at the highest level of the game throughout. He was named Footballer Of The Year in 1948, European Footballer of The Year in 1956 and was awarded a CBE in the 1957 New Year's Honours List.

After rejoining Stoke in 1961, Matthews helped the club to the Second Division Championship in 1963 and was again voted Footballer Of The Year for his key role in the club's success. Matthews finally bowed out of top-level football in 1965, but continued in the game as Port Vale manager for a time before moving to Malta to play and coach Hibernians. He was still playing and coaching the game he loved into his 60s.

Matthews died aged 85 in February 2000. His legacy to the world of football is immense and to many he was the greatest English player of all-time.

Club Stats

Years	Clubs	App	Goals
1932-47	Stoke	259	51
1947-61	Blackpool	391	17
1961-66	Stoke	59	3

International Career

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Clothes rush - Eckersley can tour Bill Eckersley, Northampton Saints and England left last week for the F.A. touring party for South America...

MATTHEWS IS GOING TO SOUTH AMERICA

STANLEY MATTHEWS GOES TO SOUTH AMERICA! by BOB FERRIER

The most brilliant footballer the sport has known, after his triumph in the greatest Cup Final that Wembley has seen...

The man can make it the greatest Cup Final of all! Bob Ferrier told you in yesterday's Daily Mirror...

Matthews will give his answer to the American press. This will be a triumph for him...



Day for Greatness The Wembley Cup triumph of Stanley Matthews and his team...

In those last football, Stanley Matthews was a Cup Final hero...

Inspired Artist Matthews (center) was inspired, the stadium roared for the goal...

Equality—at Last These were the most emotional and dramatic moments I ever saw...

Stanley Matthews' double champagne from the F.A. Cup in the Wembley stadium...

Matthews, calling the ball perfectly every time...

Matthews scored a goal, but the ball with all his might, and so he said...

Matthews scored a goal, but the ball with all his might, and so he said...

Butlin's HOLIDAY CAMPS advertisement. The whole Family say BUTLIN'S HOLIDAY CAMPS because... Includes details about camps in Glaston, Skegness, Filey, and Mosney.

Celtic are down, but not quite out

By ALBO YOUNG Celtic's defeat in the first round of the proposed Convention Cup tournament...

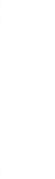
E.B.U. TALKED RANDY OUT OF TITLE CHANGE

By Bob Fisher E.B.U. has been told a hell hole today, the European Rugby Union delegates...

Cartoon titled 'ONCE UPON A TIME THERE WAS A PRINCE OF FOOTBALLERS'. Features a prince, a golden medal, and a shaggy dog.

JACK DUNKLEY in his Spice of Sport, gives a car-toddler's impression of Cup Final

THE F.A. Cup was won by a shaggy dog. I was sitting in the stands...



THEY HAD NO RIGHT TO BE THERE... I WAS shocked at the number of people who had no right to be there...

WOMBER TROUNCES CHAMPION. HIT FOR SIX—WARDLE TAKES SIX FOR 25. CARNATION CORN CAPS. Includes photos of cricket matches and a corn cap advertisement.

WOMBER TROUNCES CHAMPION. HIT FOR SIX—WARDLE TAKES SIX FOR 25. CARNATION CORN CAPS. Includes photos of cricket matches and a corn cap advertisement.



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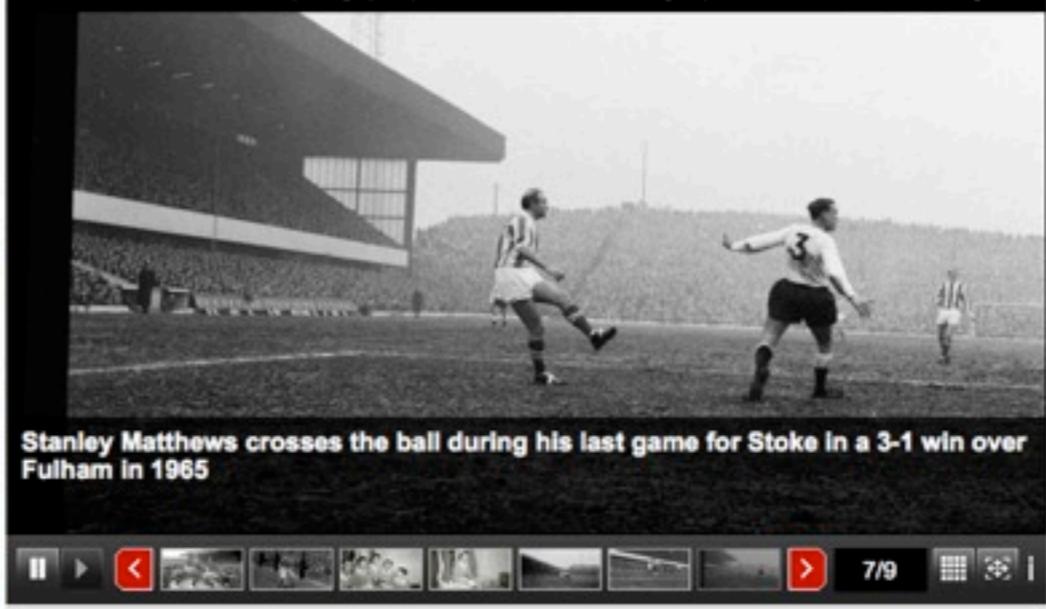
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TOP NEWS STORIES

Sol Campbell to complete Arsenal return today

Defender set to play for the Arsenal reserves against West Ham tonight



- > Coyle: I do NOT want to cash in on Gary Cahill
- > Angry Aldridge denies calling for Rafa's head
- > Redknapp expects Anfield aces to clinch fourth spot
- > Hiddink ready for another rescue mission
- > Chelsea fear Joe Cole exit
- > Anshavin: We need a miracle to win the title
- > More News



Maxi: Playing for Liverpool will be 'incredible'

- > Hatem Ben Arfa rules out move to Everton
- > Chelsea pull plug on deal for Argentina star
- > Fergie to get £75million transfer kitty
- > More News

- 17:21 Jefferies: Kyle comments did not cause exit
- 17:21 Reid: Accies deserve more credit
- 16:51 Campbell poised for Gunners deal
- 16:51 Glick backing for Clough
- 16:41 Livermore seals Posh switch
- 16:41 McDermott keen on job
- 16:30 Martinez signs international defender
- 16:21 Latics swoop for Ivorian
- 16:21 Gibbs raring to get back
- 16:21 Ferrara aims sly dig at critics
- 16:21 Hoogland heading back to Schalke
- 16:12 Fulham keeping tabs on Portuguese

THE DARREN LEWIS COLUMN

Bentley's Got Talent

So why doesn't he seem bothered that he's wasting his career?

MATCH CENTRE

Latest Pictures	Latest Results	League Table
Jan 12, 2010		
The FA Cup sponsored by E.ON		
QPR vs Sheff Utd 7:45 PM		
Coventry vs Portsmouth 7:45 PM		
Birmingham vs Nottm Forest 7:45 PM		
Derby vs Millwall 7:45 PM		
Bristol City vs Cardiff 7:45 PM		
SPL		
St Mirren vs Aberdeen 7:45 PM		
Jan 13, 2010		
The FA Cup sponsored by E.ON		
Liverpool vs Reading 7:45 PM		
Newcastle vs Plymouth 7:45 PM		
SPL		

LATEST COLUMNISTS

- Latest Most commented Most read
- Darren Lewis**
David Bentley is wasting his career, and he doesn't seem bothered at all
Chelsea could score an own goal with Cole
Football really is not more important than life or death
[Read more from Darren Lewis](#)
- David Maddock**
Debt and destruction? Not at Liverpool, not now and not ever
Everton are again a real force to be reckoned with... and I told you they would be
These match postponements are snow joke
[Read more from David Maddock](#)
- Simon Bird**
The North-East clubs are hopeless in the January transfer window - remember Alfonso Alves, Jean-Alain Bounsong and Rade Prlica?
Could Newcastle United fans be the first in England to show fan ownership can work?
Have our football clubs gone soft? Or is there another reason for the Sunderland and Middlesbrough postponements this weekend?



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- Fergie hits out at referee Clattenburg after United held
- Vieira was ready to quit football
- Argentine defender set to complete Man City move
- Petrov keen to extend City stay after Hughes' departure
- Stoke make shock move for Ruud van Nistelrooy
- Kenwyne Jones set to snub Birmingham in hope of Big Four move
- Sol Campbell to complete Arsenal return today
- English stadiums are closest to Argentina's, says Maxi Rodriguez
- Chelsea pull plug on deal for Argentina star
- Chelsea close in on Wolfsburg striker

Berbatov to head £80million United clear-out - Exclusive

Published 23:00 09/01/10 By [Simon Mullock](#) (13) | Recommend (33)



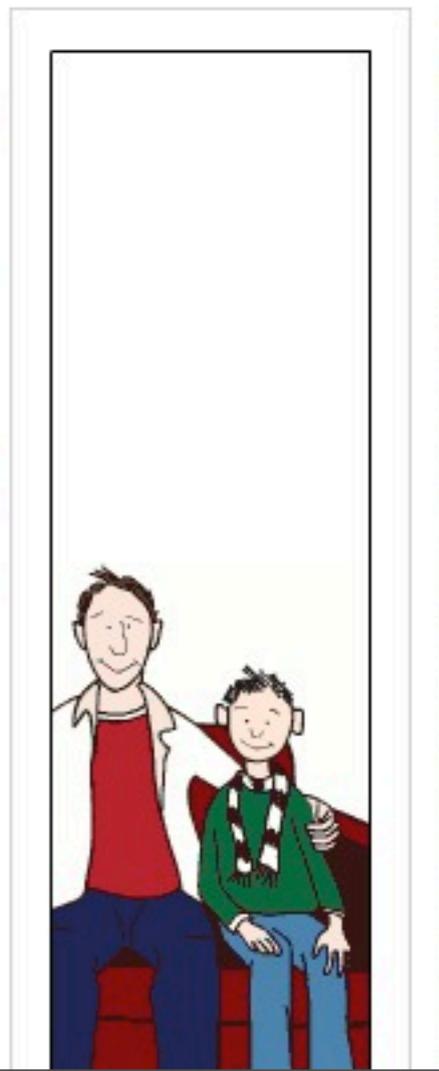
Dimitar Berbatov will head a sensational clear-out of £80m of Manchester United talent at the end of the season.

Sir Alex Ferguson has run out of patience with the £30.75m striker after 18 months of inconsistent performances.

And the United boss is also looking to offload underachieving trio Anderson, Nani and Zoran Tasic as well as unsettled central defender Nemanja Vidic.

It will signal the biggest overhaul of a United squad since 1995 when Ferguson dumped Paul Ince, Andrei Kanchelskis, Mark Hughes to clear the way for youngsters like David Beckham, Paul Scholes, Nicky Butt and the Neville brothers.

2010: A YEAR OF SHEER GENIUS



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- English stadiums are closest to Argentina's, says Maxi Rodriguez (1)
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- Angry Aldridge denies calling for Rafa's head (3) (4)
- Spurs miss out on Argentina ace
- Manchester City 4 Blackburn 1: The Daily Mirror Verdict (11)
- Chelsea fear Joe Cole exit (1)
- Fergie to get £75million transfer kitty (3)
- Torres: 'The best is yet to come' (2) (8)

LATEST OPINIONS



Who said never go back? The Top 10 boomerang players
Mirror Football Blog 16:30 12/01/10 (1)

Arsenal have re-signed central defender Sol Campbell. The former England man isn't the first player t... [Read More+](#)



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Darren Lewis 16:00 12/01/10 (1)

No transfer request, no angry demand to leave, no set-piece interview complaining about the way he i... [Read More+](#)



Chelsea could score an own goal with Cole
Darren Lewis 15:54 12/01/10

Joe Cole is the man in the box seat as he and Chelsea continue their stand-off over his stalled cont... [Read More+](#)

10 things we learned from watching Man United v Arsenal

By Chris Hughes in Mirror Football Blog
 Published 13:05 30/08/09
 (5) | Recommend (15)



- 1) Abou Diaby is a lot better at scoring goals with his head than his feet. Shame he still hasn't worked out which end is which, mind.
- 2) Arsenal should employ a security guard to watch over their boot room. Hot on the slippery heels of Eduardo's midweek tumble comes Emmanuel Eboué's own footing malfunction. It has to be sabotage, right?
- 3) Then again, having seen what happens when Arsenal players do stay on their feet – Fletcher takes Arshavin's legs away in the area, referee waves play on – is it any wonder they feel the need to make a point when falling over?
- 4) On the evidence of his 'I definitely got the ball' post-match interview, Darren Fletcher

BLOGS & CATEGORIES

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click for categories
- Football Banter**
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- Football Spy**
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Football Spy - 5th Jan 2010



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- Fergie to get £75million transfer kitty (3)
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Chelsea could score an own goal with

Has Helen Chamberlain ever had sex in a football shirt? The Soccer AM star answers The Plugger's 20 questions

FOOTBALL BANTER

By Mirror Football in Football Banter

Published 14:54 27/11/09

(1) | Recommend (2)



You know how it is with celebrities these days - they're always trying to flog you something. Well, we thought it was about time they did something for us in return.

So, from now on, anyone wanting to hawk their wares on the pages of MirrorFootball will

BLOGS & CATEGORIES

Fans Blog

click for categories

Football Banter

- Premier League
- Championship
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- FA Cup
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- England
- 3pm
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- Bad Tackles
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- Celebrity Fans
- Clocked
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I'M TRYING,
I'M TRYING!



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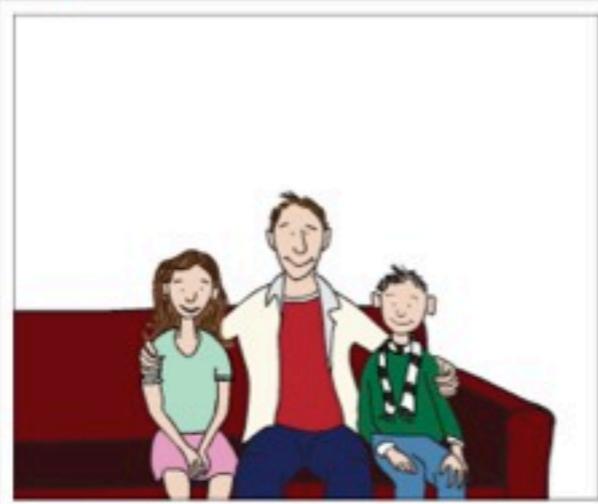
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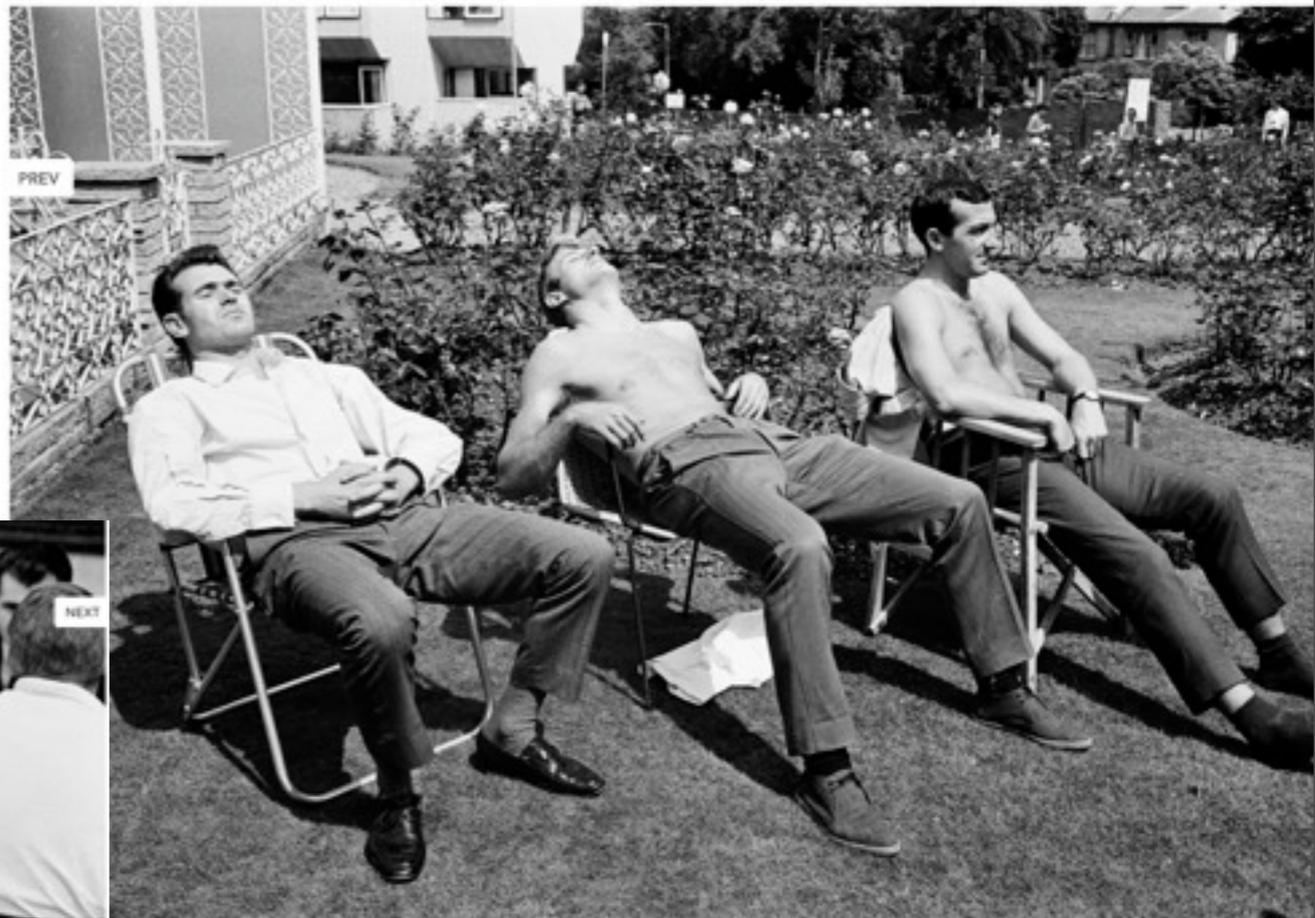


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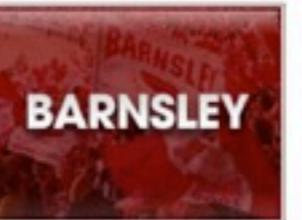
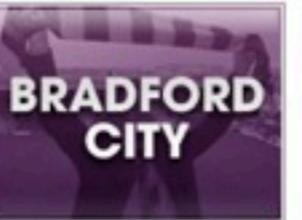
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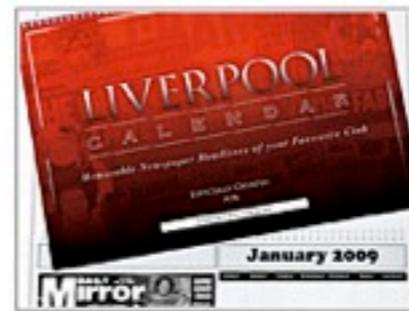
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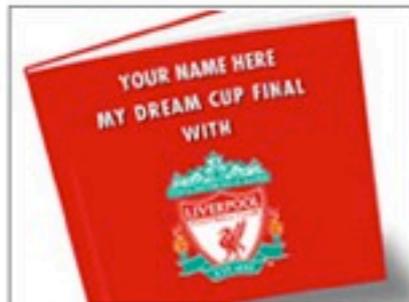
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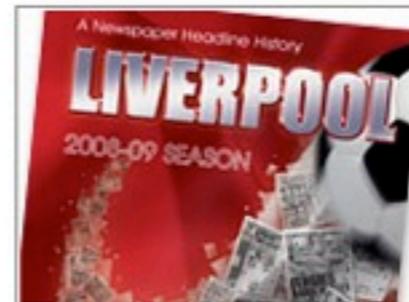
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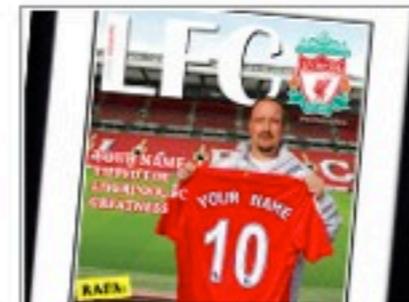
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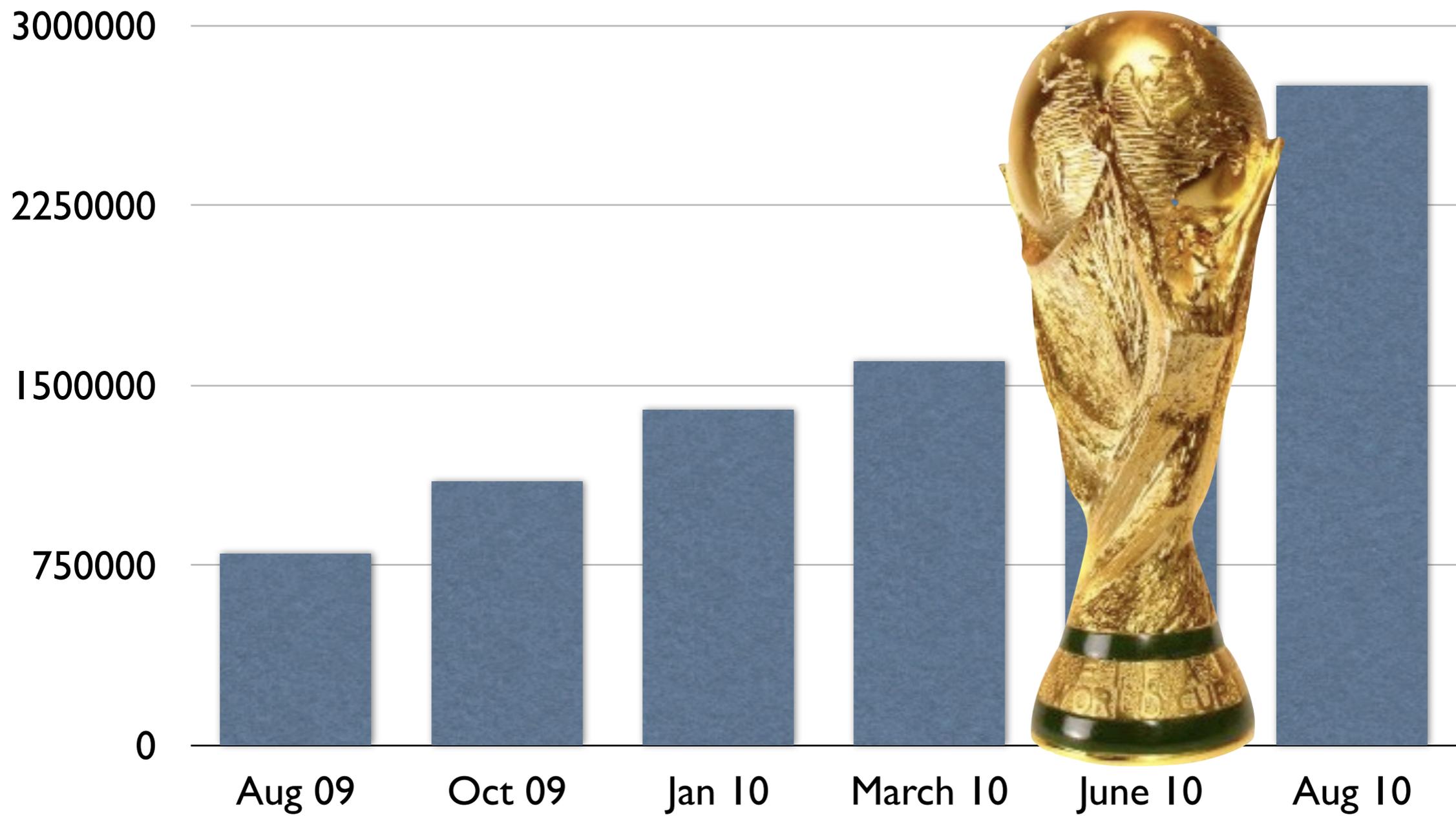


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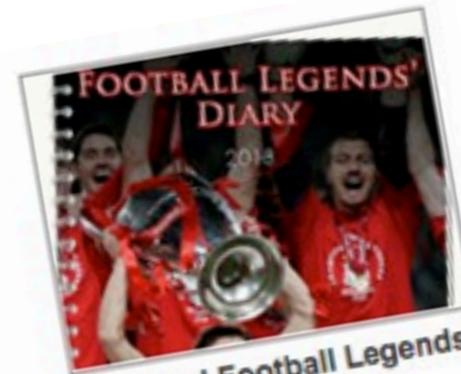
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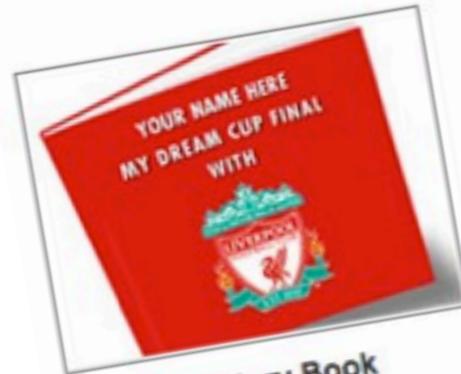
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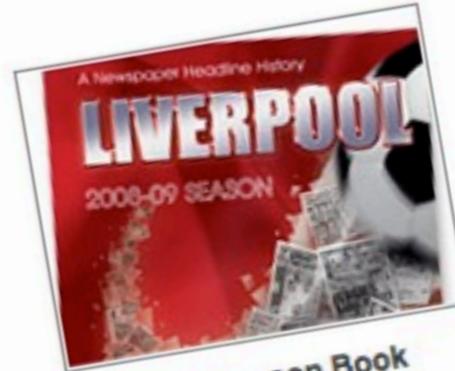
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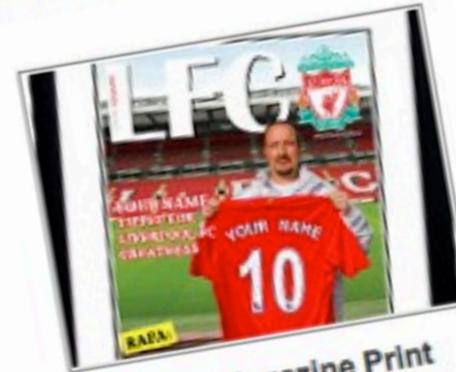
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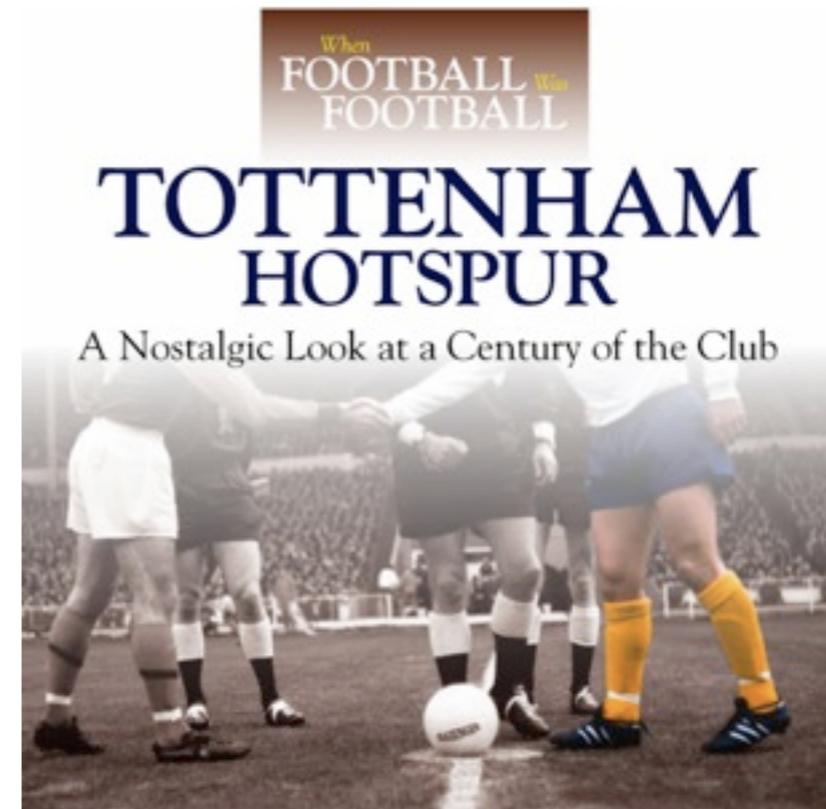
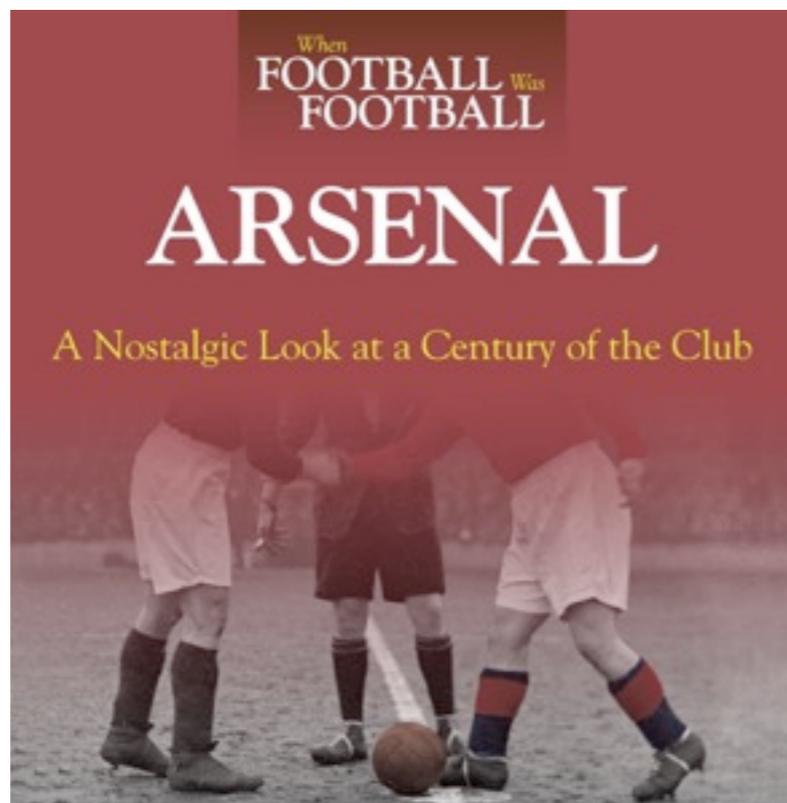
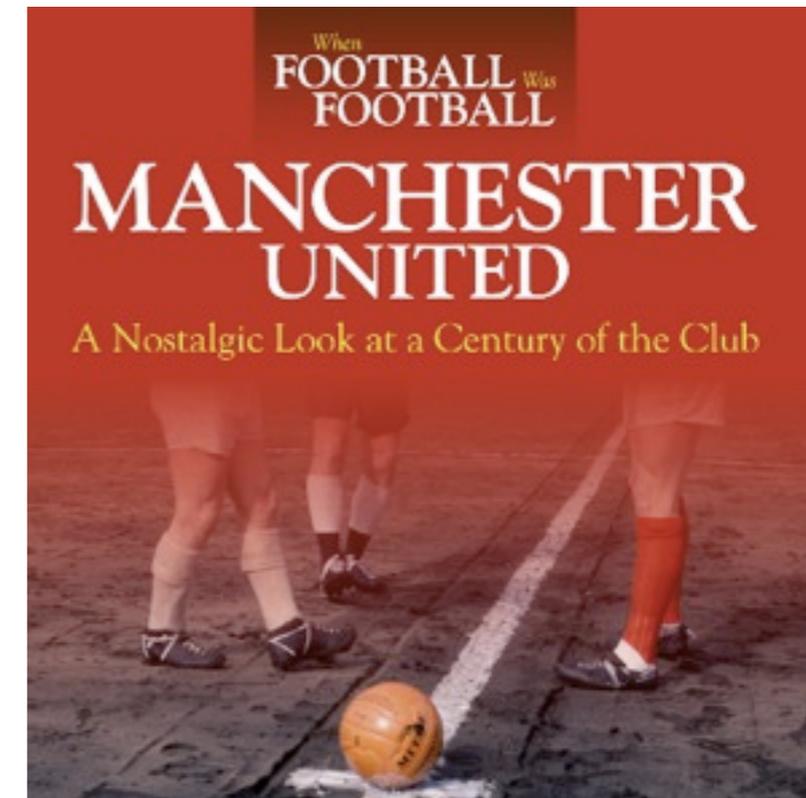
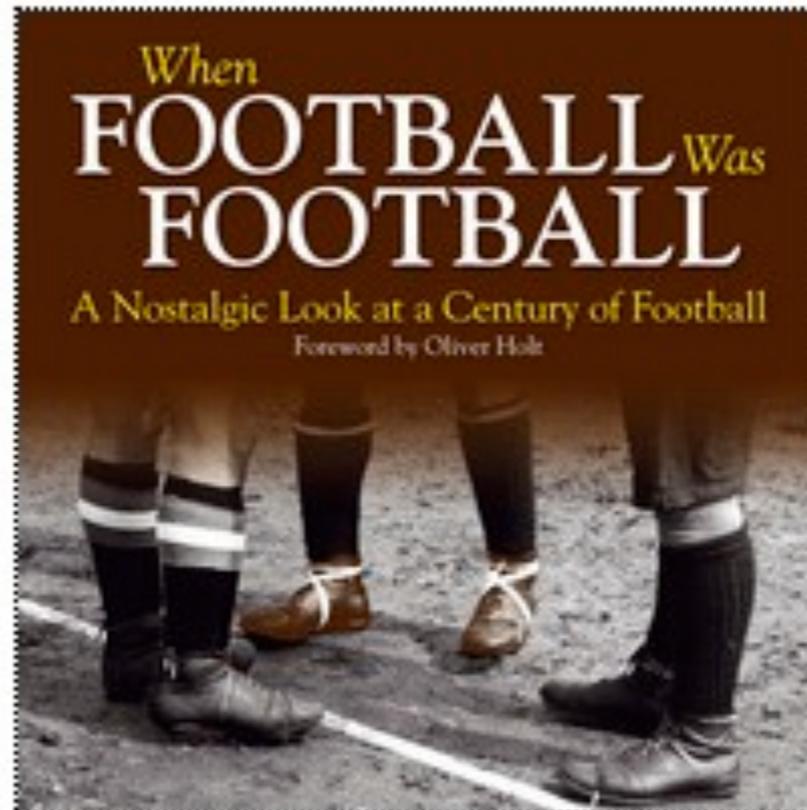
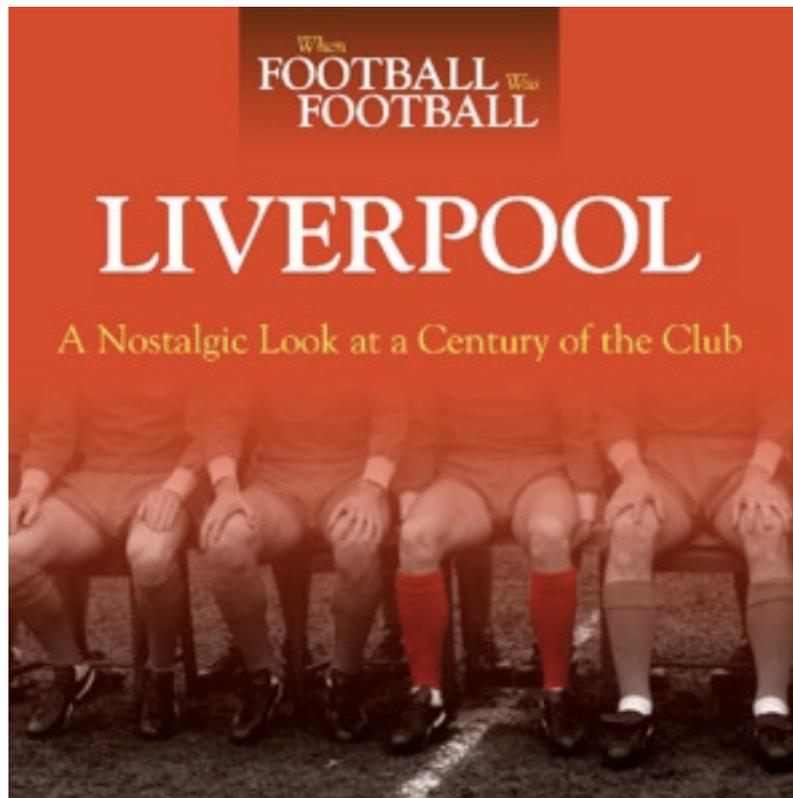


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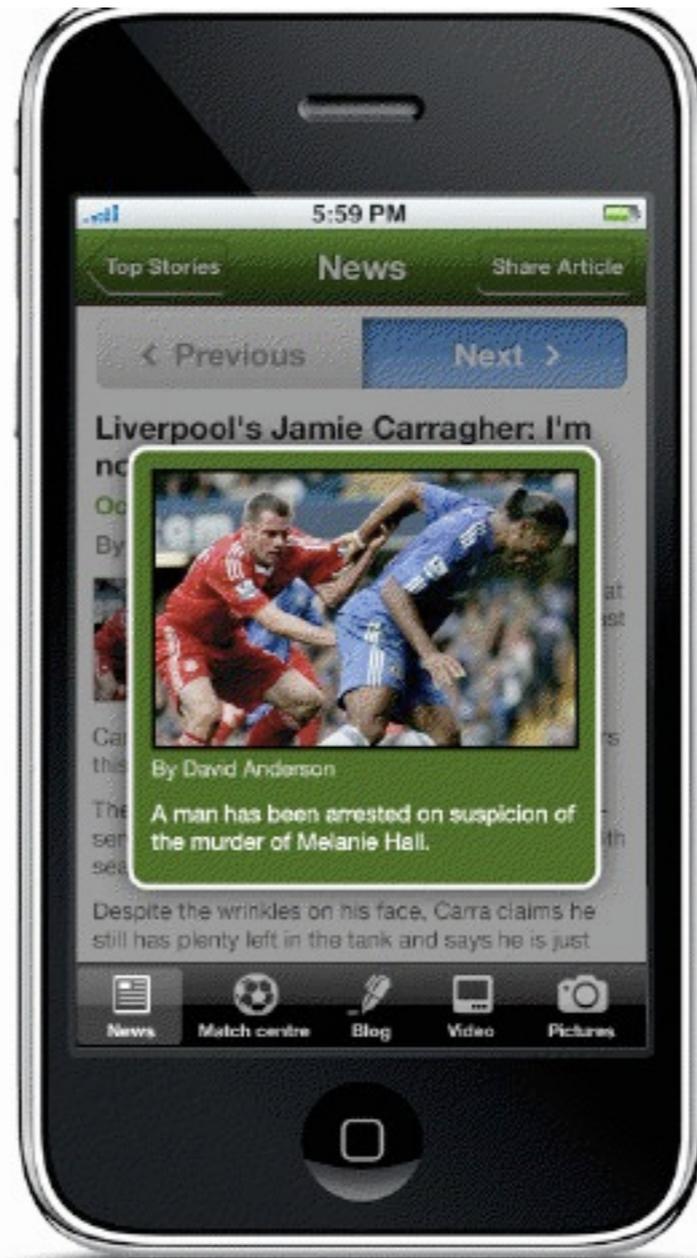
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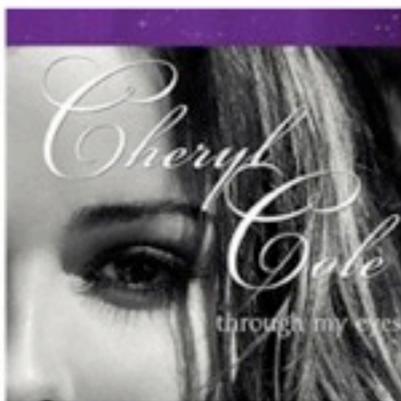
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Staring at pretty pictures of Chez is about to get a whole lot easier

Posted by: 3am 2 hours ago

It's the kind of weirdness which would be announced in a poll that some obscure company promoting, say... garden gnomes (th...

Care? Read on



Either Louie Spence has pushed it between his legs, or he is in possession of a rather wee todger

Posted by: 3am 6 hours ago

Brilliant. Our brain has gone and messed us up again. We won't be able to get to sleep tonight now with the image of pro irritant Louie Spence ...

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Prossies are A-OK with Cowelly, for professional purposes

Posted by: 3am 7 hours ago



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stop, look, listen | we hate you but we're forced to write about you



Look at the smuggest group of people in the world watching some sport together

Posted by: [3am](#) 1 day ago

Kanye West is smug because he's Kanye West. It does. His new girlfriend Kim Kardashian is smug because she's frigging hot and is

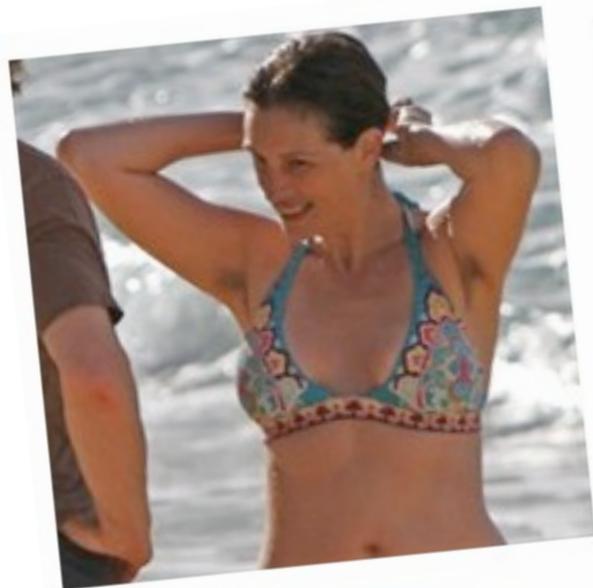


There are worse things Brigitte could eat for lunch...

Posted by: [3am](#) 2 days ago

But whether or not she should be snacking on this particular morsel we're not so sure. How old is he exactly? We're all for a bit of cougar...

Care? Read on



It's been a while since we've admired someone's armpit hair

Posted by: [3am](#) 2 days ago

But it's good to know we can still rely on Julia Roberts to keep it natural in the underarm department. Good, that is, in the sense that it&rsq...

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