



3 Added minutes

Thursday, 3 November 2022

National World Publishing is delighted to launch a vibrant, fan-focused football brand as part of its ambitious expansion plans.

3AddedMinutes.com went live on Tuesday, November 1, and follows on from the launch of seven new city news and sport websites in London, Birmingham, Glasgow, Newcastle, Liverpool, Manchester and Bristol. It also comes 20 months after the company launched NationalWorld.com, a truly national news website with reporters based all over the UK.

Mark Thompson, Director of Digital Content for National World Publishing, said: “With our seven new cities covering some of the biggest clubs in the world and our incredible coverage of football across historic brands such as The Scotsman and The Yorkshire Evening Post, there is a clear opportunity to use our expertise to build a website dedicated to fans of the beautiful game.

“3AddedMinutes.com is a website for all aspects of the game, from opinion and tactics to fashion and gaming. We truly believe that football isn’t just a game or a sport, it transcends all aspects of people’s lives and we want to reflect that in our coverage.

“We are just getting started with ambitious plans to grow the site into 2023 with a real focus on unique, interesting and often left-field content, away from the day-to-day noise.”

The website will be managed by Paul Clarke, Head of Sport for the group, and the great content is being produced by the group’s core football team, who are based all over the UK. A dedicated editor and team will be in place in 2023 with roles to be advertised soon.

[Find out more about what 3 Added Minutes is all about here.](#)

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