



National World Acquires Serious About Rugby League

Tuesday 9 July 2024

National World is pleased to announce the acquisition of Serious About Rugby League (www.seriousaboutrl.com).

Serious About Rugby League (SARL) has become one of the leading rugby league websites since its launch in 2012. Since 2017 it has grown into a profitable digital business generating more than 20m page views in each of the past four years.

The acquisition further highlights National World's commitment to focusing on high value, specialist content, and further extends National World's sports coverage beyond football. The site brings with it a large and passionate following in geographies where National World has established brands able to support the continued growth of the site.

Commenting on the acquisition, John Rowe, Executive Director, said:

“National World is committed to delivering a focus on specialist unique content particularly in sport, which is our fastest growing community. Rugby League is an important component as its fans are in our heartland. Marrying this website with our existing Rugby League coverage will accelerate our growth towards our stated goal to be the “go to place for everything Rugby League”.

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