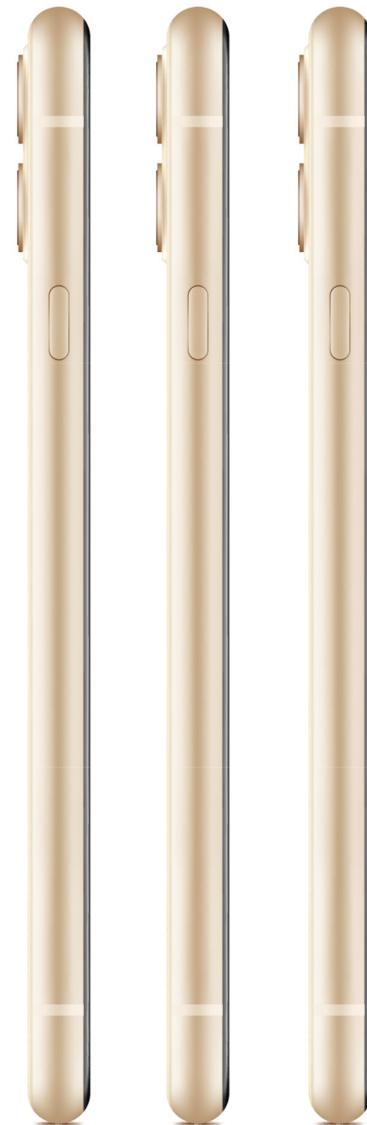


# the cricketer



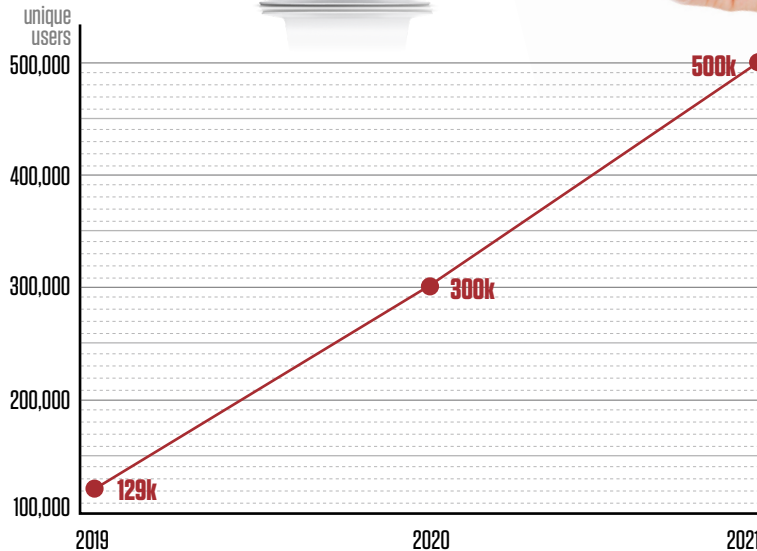
**DIGITAL  
MEDIA PACK  
2020**

The Cricketer, celebrating its 100th birthday in 2021, is the best-known and most reputable publishing brand in the game, connecting with one million enthusiasts every month through our digital channels.

WEBSITE

300,000 UNIQUE USERS A MONTH

500,000 PAGE VIEWS A MONTH



# TOTAL DIGITAL REACH OF ONE MILLION

SOCIAL MEDIA



TWITTER

110,000 FOLLOWERS

15M IMPRESSIONS PM

100,000 LINK CLICKS PM

FACEBOOK

600,000 FOLLOWERS

280,000 ENGAGEMENTS PM

30,000 MINUTES OF VIDEO VIEWED A MONTH

INSTAGRAM

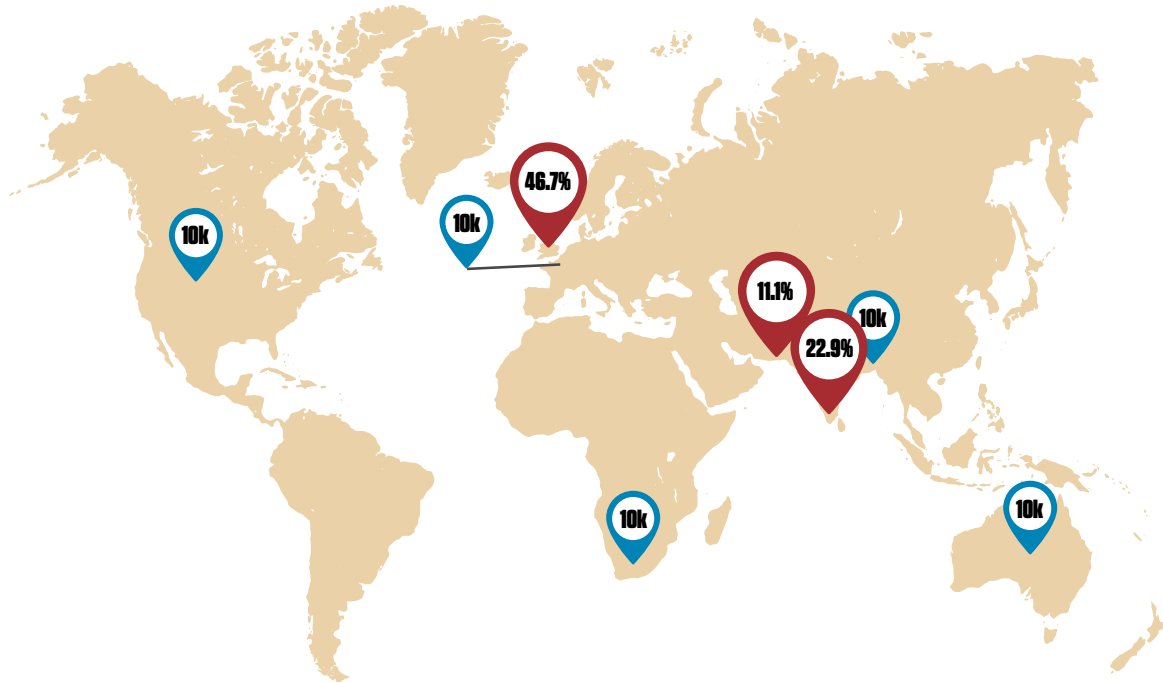
30,000 FOLLOWERS

350,000 WEEKLY REACH

3M IMPRESSIONS PM

# AUDIENCE PROFILE

## GLOBAL AUDIENCE



**46.7% UK 22.9% INDIA 11.1% PAKISTAN**

OVER **10,000** ACTIVE USERS IN EACH OF BANGLADESH, AUSTRALIA, USA, SOUTH AFRICA AND FRANCE

## AUDIENCE BREAKDOWN

### ► GENDER

**85%** MALE  
**15%** FEMALE

### ► AGE

**73%** AGED UNDER 44

18-24 **11%** 25-34 **48%** 35-44 **14%**

## HOW OUR AUDIENCE FINDS US



### ► DEVICE

**76%** MOBILE  
**18%** DESKTOP  
**6%** TABLET

### ► AUDIENCE ORIGINS

**60%** SEARCH  
**30%** SOCIAL MEDIA  
**10%** BOOKMARKS/DIRECT



**Tournament Coverage Bundle**

**Package includes:**

- Tournament homepage takeover
- Drivers and messaging on all content
- Social media promotion

Opportunities include ICC Men’s T20 World Cup 2020, IPL, County season, The Hundred, CPL, Big Bash

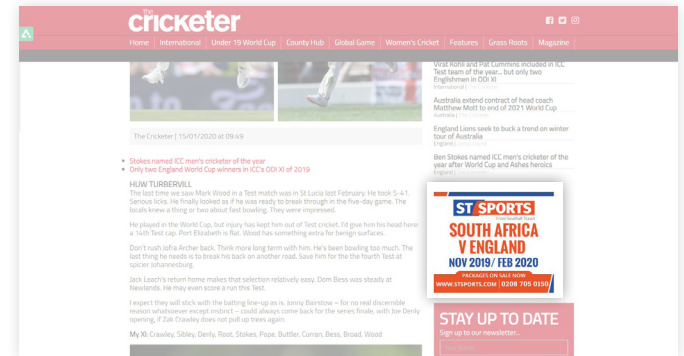
Prices available on request

**Display advertising**

- 1M web advert impressions available to be served a month
- Two sizes – Leaderboard: 728 x 90px, MPU: 300 x 250px
- Thecricketer.com average CTR: 0.40% (Industry average CTR: 0.05%)

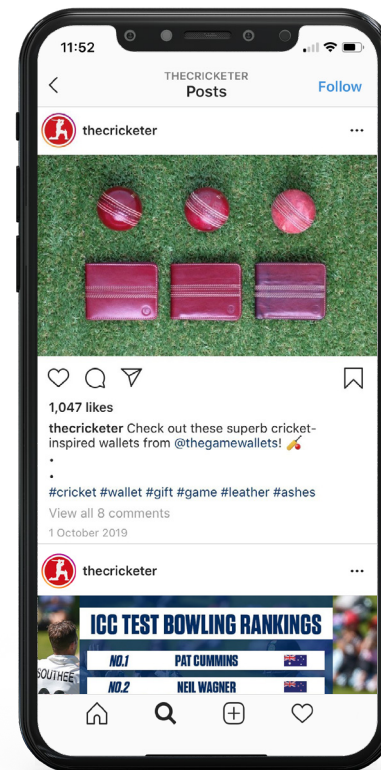
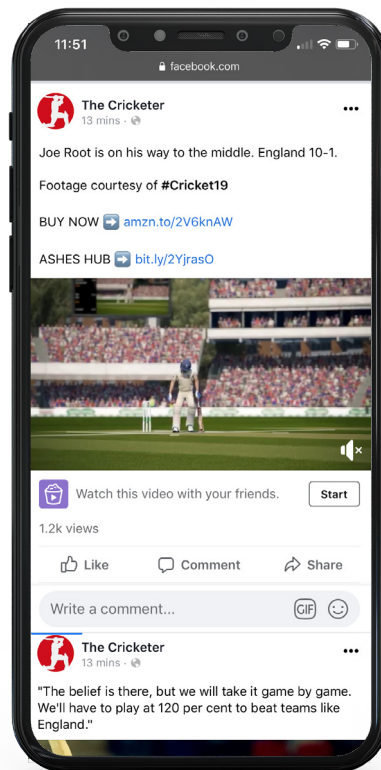
**Prices start from £20 CPM – based on minimum 50,000 impressions**

**MPU**



**LEADERBOARD**





## Social Media Campaign

- Social media campaigns to audience of more than 700,000 engaged cricket aficionados
- Posts can be geo-located
- Competitions to raise following or gather entrant's data

Prices available on request

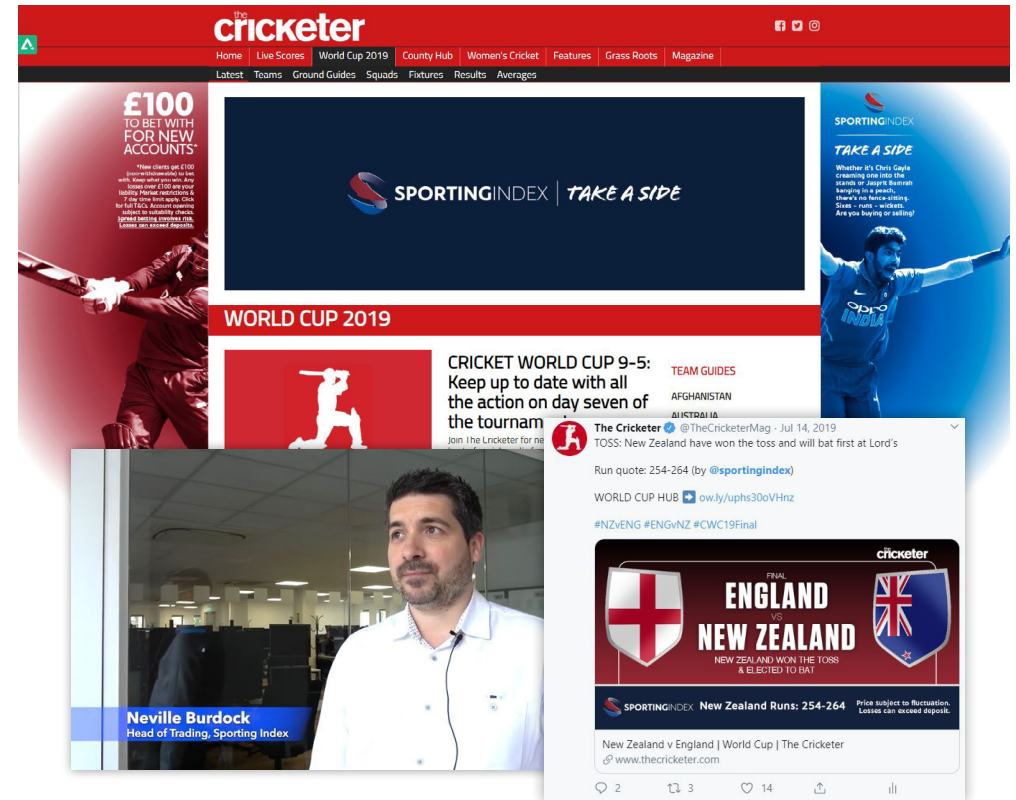




**Hotstar**

Showcasing Indian broadcasting giant Hotstar's IPL 2019 coverage

- Website and social media campaign reaching over 1M cricket fans
- Takeover of The Cricketer's IPL hub
- All IPL content on thecricketer.com contained Hotstar drivers
- Hotstar branding and tags on social media promotion of IPL articles



**Sporting Index**

Content-led cross-platform World Cup campaign

- Takeover of The Cricketer's World Cup hub
- Odds for every match promoted via bespoke graphics on social media
- Online editorial and video content
- SPIN representative on The Analyst Inside Cricket podcast

# the cricketer

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