

# the cricketer

MEDIA PACK 2019



PRINT



DIGITAL



PODCAST



EVENTS



The Cricketer is the best-known and most reputable publishing brand in the game, connecting with six million enthusiasts every month through our print and digital channels.





▲ 13 ISSUES A YEAR



▲ MORE THAN 2,000 NEW SUBSCRIBERS IN 2018



▲ 85% OF READERS INVOLVED WITH THE GAME



▲ 32,000 CIRCULATION



▲ 136,000 READERSHIP



▲ 72% HIGH-VALUE AB AUDIENCE



▲ 94% MALE



▲ 78% SHARE OF NEWSSTAND - WITHIN THE MARKET SECTOR

The Cricketer magazine was established in 1921 and is associated with some of the greatest names in cricket writing. They include former England captain Sir Pelham Warner who founded the title, journalistic titans EW Swanton and Christopher Martin-Jenkins, and current editor Simon Hughes, the acclaimed author and broadcaster.

Our market-leading title empowers businesses to capitalise on the authority and credibility of our brand through considered, authentic access to our engaged and affluent readership.

### Advertorials

Written 'in house' style or supplied in your own design, advertorials will introduce your product and drive calls to action.

### Promotional features

We design impactful multi-page features that provide impressive exposure for your brand within the magazine.

### Section sponsorship

Allows you to align your brand within specific sections with subtle branding and messaging.

### Display advertising

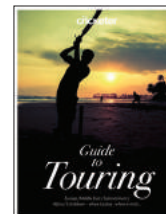
Provides the opportunity to position your advert among some of the finest writing in cricket and within the most relevant content, to effectively reach your target audience.

### Inserts

Place your message within the magazine to directly reach out to our subscribers and newsstand audience.

### Supplements

We produce a select number of editorially-led supplements, immersing your brand within specific sectors of the cricket industry.





The Cricketer's dedicated digital team produce compelling content via our news-led website and highly engaged social media output, instantly connecting with cricket fans both in the UK and around the globe.

We have created the following options to place your brand at the heart of cricket's digital conversation.

### Display advertising

The Cricketer website provides a range of options including takeovers and bespoke positioning next to preferred content.

### Sponsored Content

Options for sponsored content include video and feature articles while bespoke solutions are also available to capture the attention of our audience.

### Social media campaigns

Our rapidly growing social media following of 535,000 is matched by the high level of engagement across these dedicated channels. The Cricketer's experienced team strike the balance between content and commercial to ensure our audience is fully engaged and consistently growing.

### Hubs and content production

For complete ownership of a section on the site, we produce standalone hubs that will host a stream of targeted content to amplify existing sponsorship or be the focal point of a new campaign.

## WEBSITE

**129,000** UNIQUE USERS A MONTH

**2MINS 49SECS** AVERAGE PAGE TIME

**900,000** AD IMPRESSIONS SERVED A MONTH

**87% MALE 13% FEMALE**

### ► AGE

**52%** 18-35  
**30%** 35-54  
**18%** 55+



### ► IN THE LAST SIX MONTHS:

**40,000** MORE UNIQUE USERS

**73,000** MORE SESSIONS

**91,000** MORE PAGE VIEWS

### ► DEVICE

**64%** MOBILE  
**26%** DESKTOP  
**10%** TABLET



### TWITTER

**79,000** FOLLOWERS

**5.5M** IMPRESSIONS PM

**85,000** LINK CLICKS PM

**92% MALE**

### FACEBOOK

**456K** FOLLOWERS

**1,800** ENGAGEMENTS PW

**85%** AGED 18-34

**30,000** MINUTES OF VIDEO VIEWED A MONTH





This popular weekly review is hosted by editor and award-winning broadcaster Simon Hughes. Joined by BBC Test Match Special's Simon Mann, they engage in lively debate with special guests about the week in cricket.

#### Segment sponsorship

Sponsorship of a particular part of the podcast – e.g. week in numbers brought to you by William Hill.

#### Host endorsement

Personalised endorsement by host Simon Hughes. Our team will work with you to tailor the message to our audience.

#### Naming rights sponsorship – '...In association with'

Feature in the name of the podcast and have your brand/logo incorporated into the podcast's logo. This option includes multiple host endorsements and mentions throughout the show.

#### Advertising slots

Pre-recorded 30-second advertising slots may be booked during the show.



▲ **11,000 LISTENERS PER EPISODE**  
INCREASING TO **18,000** DURING INTERNATIONAL MATCHES

▲ AUDIENCE LISTEN **92%** OF THE PODCAST ON AVERAGE



▲ **5 STAR RATING ON ITUNES**

▲ **96% MALE**



▲ **WORLDWIDE LISTENERS 82% UK 8% AUSTRALIA 6% USA**

PRINT



Issue	Theme	Copy deadline	Newsstand
February 2019	West Indies v England Preview	January 9, 2019	January 18, 2019
March 2019	South Africa Special - 130 years since 1st Test	February 6, 2019	February 15, 2019
April 2019	Season Preview	March 13, 2019	March 22, 2019
May 2019	Season Launch Special	April 17, 2019	April 26, 2019
June 2019	World Cup Preview	May 15, 2019	May 24, 2019
July 2019	World Cup Knockout Stage	June 12, 2019	June 21, 2019
August 2019	World Cup Review, Ashes Preview	July 17, 2019	July 26, 2019
Summer 2019	Ashes In Full Flow	August 14, 2019	August 23, 2019
September 2019	Ashes Mid-Term Report	September 11, 2019	September 20, 2019
October 2019	End of season Wrap	October 2, 2019	October 11, 2019
November 2019	New Zealand v England Preview	October 23, 2019	November 1, 2019
December 2019	South Africa v England Preview plus Schools Guide	November 13, 2019	November 22, 2019
January 2020	Christmas 2019	December 9, 2019	December 18, 2019



ADVERT SPECIFICATIONS



QUARTER PAGE  
TYPE AREA: 128 (h) mm x 97 (w) mm



HALF PAGE HORIZONTAL  
TYPE AREA: 128 (h) mm x 198 (w) mm



FULL PAGE  
TRIM: 285 (h) x 220 (w) mm  
BLEED: 291 (h) x 226 (w) mm  
TYPE AREA: 263 (h) x 198 (w) mm

ALL ADVERTS TO BE SUPPLIED AS A PDF  
COLOURS SET TO CMYK  
NO SPOT COLOURS PERMITTED



**Our event programme provides businesses with direct access to a cricket-loving audience. Bespoke events can also be tailored to the requirements of our partners.**

### The Cricketer Live

Sponsorship is available for our popular bi-monthly events. Hosted by Simon, these evenings feature lively question & answer sessions with some of the most popular names in cricket. We have previously hosted Geoffrey Boycott, Michael Atherton, Ian Botham and Mike Brearley among others, in front of sell-out audiences in central London.

Sponsorship opportunities position your brand as the partner for the event. Appearing on all marketing collateral, a presence at the evening and access to a captive audience of cricket fans.

Sponsorship starts from £850 per event and can include the following assets:

- '...in association with' title sponsorship
- Branding on all marketing collateral
- On-ground stand or presence at the event
- Sponsor's message from Simon Hughes on the night
- Branding on all associated editorial
- Flyers distributed to all attendees
- Email marketing to all attendees

### National Village Cup

A national knockout cricket competition for village teams that has been run by The Cricketer since 1972.

A number of partnership opportunities are available and offer the ability to market to 5 million rural lives throughout the country. With 32 regions competing to make the prestigious final at Lord's the competition offers a great mix of national exposure and alignment with the 'Home of Cricket'.



▲ **45,000 MAILING LIST**

▲ **BRANDED CONTENT PIECES PRODUCED**

▲ **UP TO 500 ATTENDEES AT EACH EVENT**

▲ **250,000 AUDIENCE REACHED THROUGH SOCIAL MEDIA**



▲ **45% OF ATTENDEES ARE NEW TO THE CRICKETER BRAND**



**PRINT**

Product	One Off	3 Month Run (price per issue)	6 Month Run (price per issue)	12 Month Run (price per issue)
Double Page Spread	£2,250	£2,025	£1,800	£1,575
OBC	£2,000	£1,800	£1,600	£1,400
IFC/IBC	£1,750	£1,575	£1,400	£1,225
Full Page	£1,350	£1,215	£1,100	£945
Half Page	£850	£765	£680	£595
Quarter Page	£575	£520	£460	£400



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**BESPOKE EVENTS**  
From experiential marketing, to breakfast seminars and intimate dinners, we will tailor the event to suit your needs. Prices available on request.

**DIGITAL**

Product	One Off
Leaderboard	£28 CPM
MPU	£25 CPM
Homepage Takeover	£55 CPM

**PODCAST**

Product	One Off
Naming Rights Sponsorship	£55 CPM
Segment Sponsorship	£40CPM
Host Endorsement	£35 CPM
Advertising Slots	£20 CPM