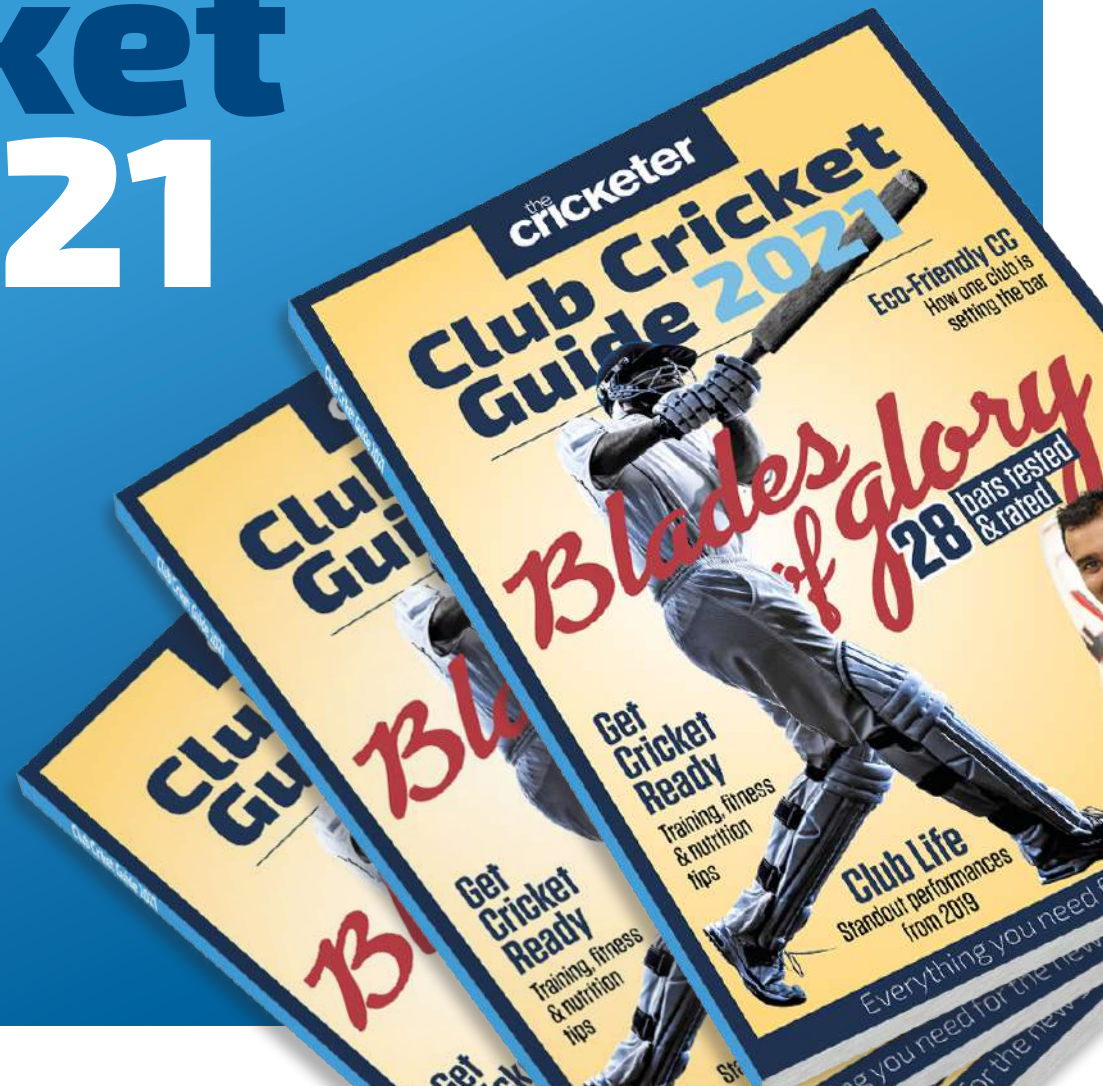


the  
**cricketer**

# Club Cricket Guide 2021

Media Pack

INCORPORATING  
**THE GOOD  
GEAR  
GUIDE**



# The Club Cricket Guide 2021

The 100-page Club Cricket Guide is the definitive handbook for recreational cricket. Featuring reviews of the very latest cricket gear, game-changing coaching tips, advice on pitch preparation, ground equipment, accounting and fundraising, this definitive guide is revered as the bible of the recreational game.

The guide will be made available as a free digital supplement and will appear on thecricketer.com for 12 months. It is also printed and posted to more than 300 Voneus Village Cup clubs and the top 170 schools in the country.

You can secure your part in the guide by taking one of our commercial packages to showcase your brand to our affluent, active audience that loves and plays the game. Advertisers in the guide will benefit from dramatically increased traffic to our website which is now the fastest-growing cricket site in the UK.

The guide will be promoted to our online audience of 500,000 monthly unique users, to our social media following of 1 million+, to our email database which includes 5,000 cricket clubs including all of the competing clubs in the Voneus Village Cup.



## DISTRIBUTION AND REACH

CLUB CRICKET GUIDE READERSHIP

**500,000**

GUIDE HOSTED ON

THECRICKETER.COM FOR 12 MONTHS

**500,000**

UNIQUE USERS A MONTH

PROMOTED VIA OUR SOCIAL MEDIA FOLLOWING THROUGHOUT YEAR

**1 MILLION+**

FOLLOWERS

PROMOTED WITHIN THE CRICKETER MAGAZINE

**136,000**

READERSHIP

EMAILED TO OUR OPT-IN POST GDPR DATABASE OF CLUB CRICKET CAPTAINS, COMMITTEE MEMBERS AND CRICKET FANS

HARD COPIES SENT DIRECTLY TO THE TOP 170 CRICKETING SCHOOLS AND 300 VONEUS VILLAGE CUP CLUBS ACROSS THE UK



# Section guide

The following sections will be included in the guide. Each section will be made up of 2-4 pages including editorial and reviews, with adverts or advertorials available to be purchased. Please refer to any section of interest when discussing package options.

- **Bats under £150, £150-£250, £250-£350, £350+**
- **Boutique Bats**
- **Women's equipment**
- **Junior equipment**
- **Softs**
- **Boots & helmets**
- **Wicketkeeping equipment**
- **Training gear**
- **Team wear**
- **Coaching equipment**
- **Cricket Retailers**
- **Professional coaching services**
- **Ground equipment**
- **Club insurance**
- **Health & nutrition**



## CLUB CRICKET GUIDE TIMELINE

### FEBRUARY 11

Equipment testing at Dunottar School in Reigate

### FEBRUARY 26

Club Cricket Guide goes live on thecricketer.com

### MARCH

Guide posted to top 170 schools and 300 Voneus Village Cup clubs

### FEBRUARY – APRIL

Email marketing of the guide

### FEBRUARY – JUNE

Social media promotion of the guide

### FEBRUARY TO DECEMBER

Guide live on thecricketer.com

# Marketing packages

We have created four distinct advertising packages for you to choose from:

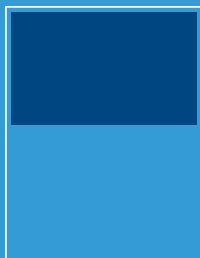
Additionally, headline and section sponsorship of the Club Cricket Guide plus bespoke film production to showcase your product is available. *Prices available on request.*

## Tier 1

### ADVERTISING ONLY

£395 (+VAT)

- Half-page digital advert

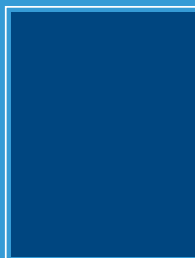


## Tier 2

### ADVERTISING ONLY

£695 (+VAT)

- Full-page digital advert

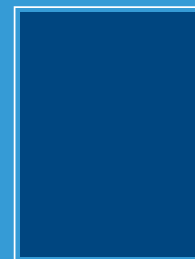


## Tier 3

### ADVERTISING + ADVERTORIAL

£995 (+VAT)

- Full-page digital advert
- A full-page advertorial within specific section

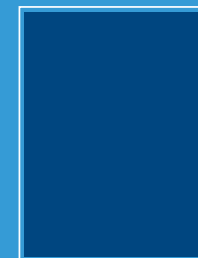


## Tier 4

### ADVERTISING + ADVERTORIAL + DIGITAL BOOST

£1,450 (+VAT)

- Full-page digital advert
- A full-page advertorial within specific section
- Advertorial replicated online and promoted via our social media channels
- MPU advertising on website – minimum 50,000 impressions



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# **Club Cricket Guide 2021**

## **Contact**

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The Cricketer

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