

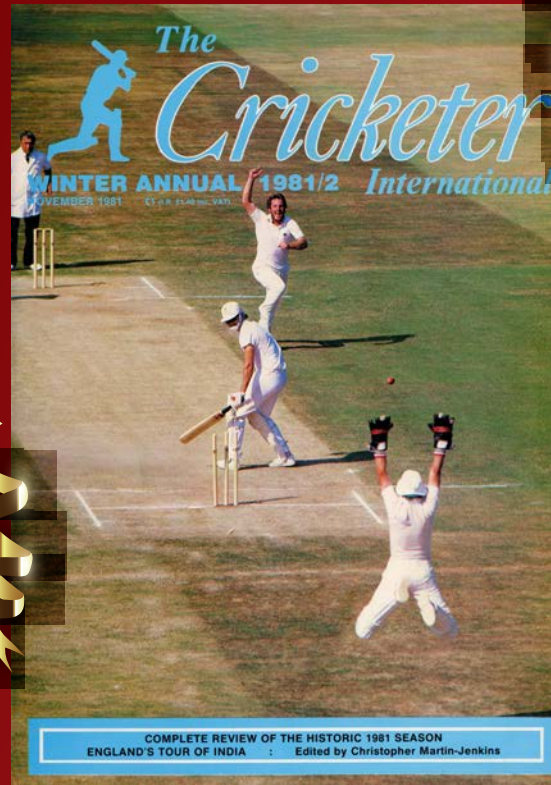
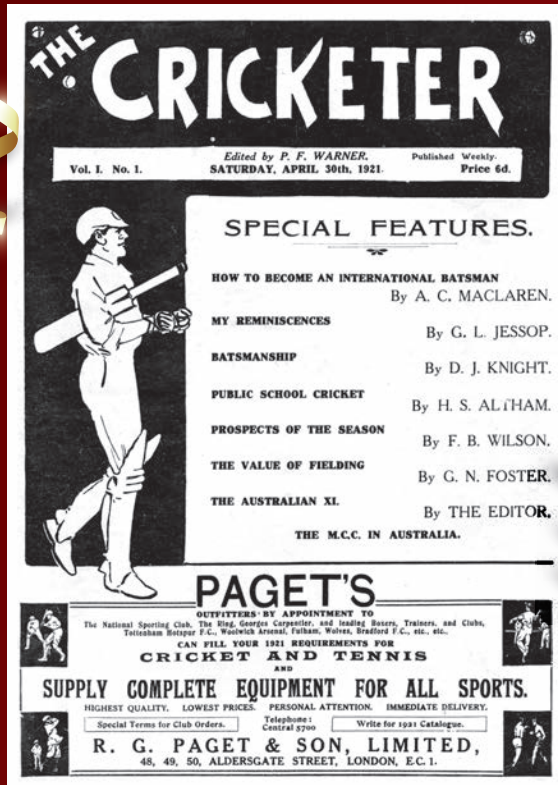
the cricketer

1921—2021

100 Years

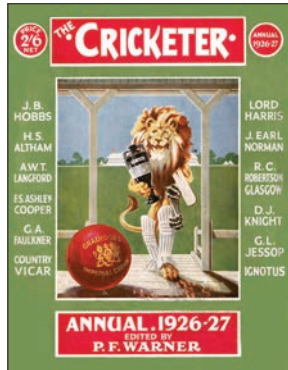
CENTENARY ISSUE MEDIA PACK

The Cricketer was established in 1921 and we are celebrating our one hundredth birthday in our April issue, published on March 26th. This very special centenary issue of The Cricketer will celebrate the best-known and most reputable publishing brand in the game. Advertise in our magazine to gain exclusive access to our engaged and affluent readership.

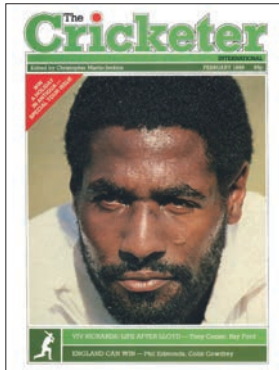


The world's best-loved cricket magazine turns 100 years old

Say hello to our loyal readers



June 1926

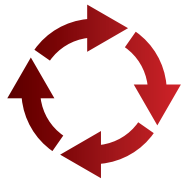


February 1986



July 2020

OUR READERS ARE **MALE, OVER 50,**
HIGHLY **ENGAGED, AFFLUENT** AND **LOYAL**



▲ **32,000** CIRCULATION



▲ **136,000** READERSHIP



LOYAL

72% READERS SUBSCRIBE (COMPARED TO 29% UK INDUSTRY AVERAGE)

60% HAVE BEEN SUBSCRIBERS FOR OVER 10 YEARS

40% HAVE BEEN SUBSCRIBERS FOR OVER 20 YEARS

3 HOURS AVERAGE TIME SPENT READING THE MAGAZINE



AFFLUENT

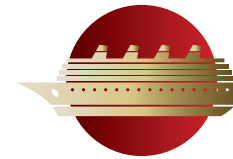
27% HAVE ASSETS WORTH £1M OR MORE

79% ARE FREE OF ANY MORTGAGE

13% OWN A SECOND HOME

91% REGULARLY DONATE TO CHARITY

56% OWN STOCKS AND SHARES



WELL-TRAVELLED

90% GO ON HOLIDAY EVERY YEAR

33% GO ON HOLIDAY THREE OR MORE TIMES A YEAR

73% HAVE WATCHED CRICKET ABROAD

42% HAVE, OR WOULD CONSIDER, GOING ON A CRUISE



PROFILE

94% MALE

81% ABC1

52% READ A BROADSHEET NEWSPAPER

90% OVER 45 YEARS OF AGE

55% OVER 60 YEARS OF AGE

Product	Price (+VAT)
Gatefold cover	£3,995
Double Page Spread	£2,250
OBC	£2,000
IFC/IBC	£1,750
Full Page	£1,350
Half Page	£850
Quarter Page	£550

Copy deadline: **March 12th** // Newsstand: **March 26th**



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the cricketer

1921—2021

100 Years



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

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