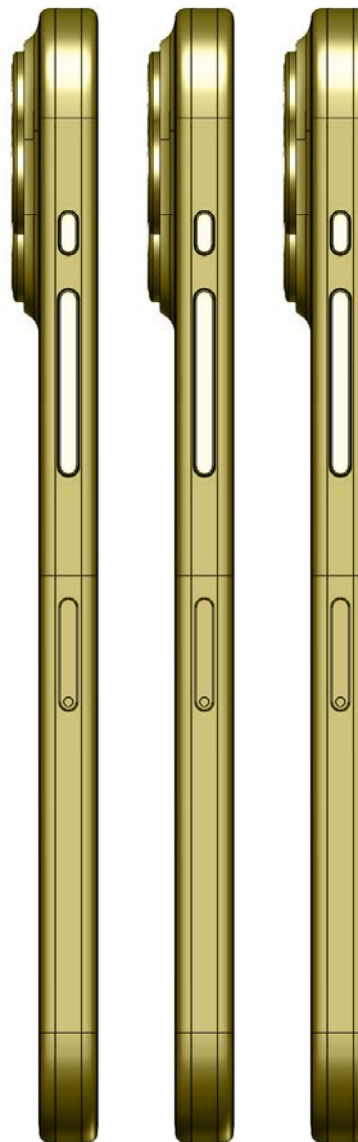


**ECB
AWARD
WINNERS
SIX YEARS
RUNNING!**

**the
cricketer**



**DIGITAL
MEDIA PACK
2025**

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

WEBSITE

UP TO **800,000** UNIQUE USERS A MONTH

UP TO **1,000,000** PAGE VIEWS A MONTH

TOTAL DIGITAL
REACH OF
2 MILLION

SOCIAL MEDIA



X (FORMERLY TWITTER)

212,000 FOLLOWERS

15M IMPRESSIONS PM

100,000 LINK CLICKS PM

FACEBOOK

1.1 MILLION FOLLOWERS

450,000 ENGAGEMENTS PM

1.5M VIDEO VIEWS PM

INSTAGRAM

217,000 FOLLOWERS

2M MONTHLY REACH

3M IMPRESSIONS PM



AUDIENCE PROFILE

GLOBAL AUDIENCE – MONTHLY AVERAGE



250,000 UK 215,000 INDIA 200,000 PAKISTAN

OVER **30,000** ACTIVE USERS A MONTH IN AUSTRALIA AND BANGLADESH
OVER **15,000** ACTIVE USERS A MONTH IN SRI LANKA, USA AND UAE

AUDIENCE BREAKDOWN

► GENDER

81% MALE
19% 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



Bespoke Inventory includes:

- Homepage takeover
- 'In association with' tournament partnership branding
- Social media promotion
- Promoted editorials

- Newsletter advertising
- YouTube promotion
- Podcast sponsorship

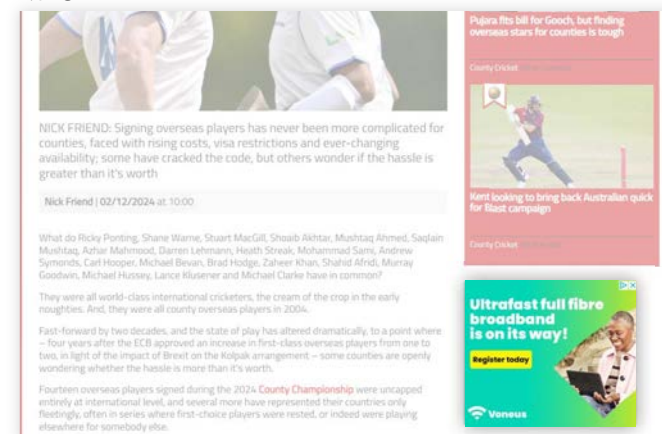
Prices available on request

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 available on request

MPU



LEADERBOARD



NEXT STEPS

We'd love to drive awareness and sales for your business. To discuss your next campaign, please contact Jim or Rohan – full details below.

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