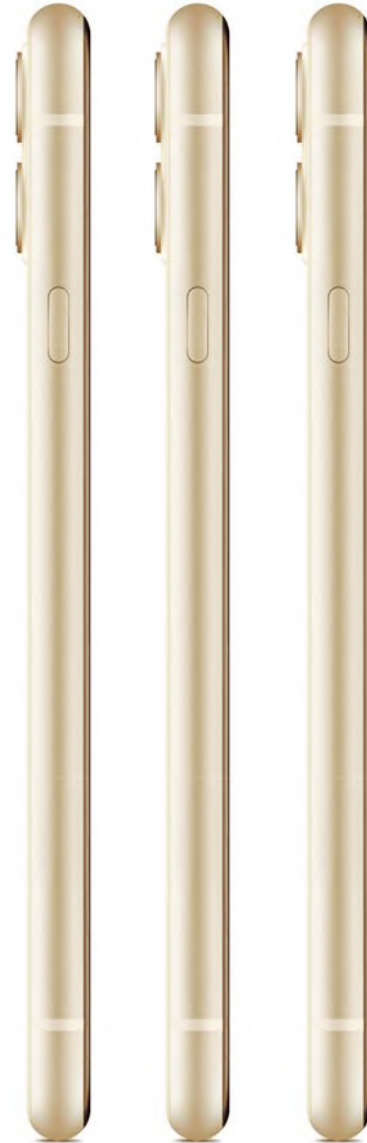


the cricketer



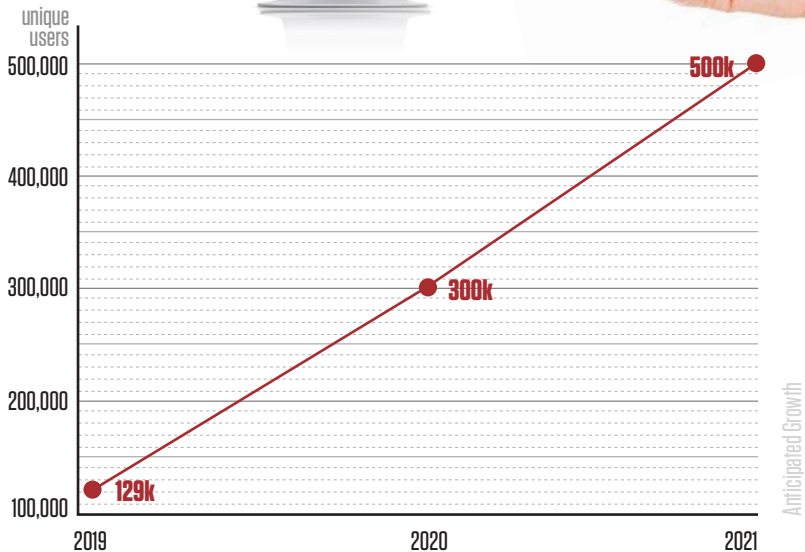
**DIGITAL
MEDIA PACK
2020**

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

500,000 UNIQUE USERS A MONTH

850,000 PAGE VIEWS A MONTH



TOTAL DIGITAL REACH OF ONE MILLION+

SOCIAL MEDIA



TWITTER

125,000 FOLLOWERS

15M IMPRESSIONS PM

100,000 LINK CLICKS PM

FACEBOOK

680,000 FOLLOWERS

280,000 ENGAGEMENTS PM

30,000 MINUTES OF VIDEO VIEWED A MONTH

INSTAGRAM

64,000 FOLLOWERS

350,000 WEEKLY REACH

3M IMPRESSIONS PM

AUDIENCE PROFILE

GLOBAL AUDIENCE



161,000 UK 28,000 INDIA 14,000 PAKISTAN

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

AUDIENCE BREAKDOWN

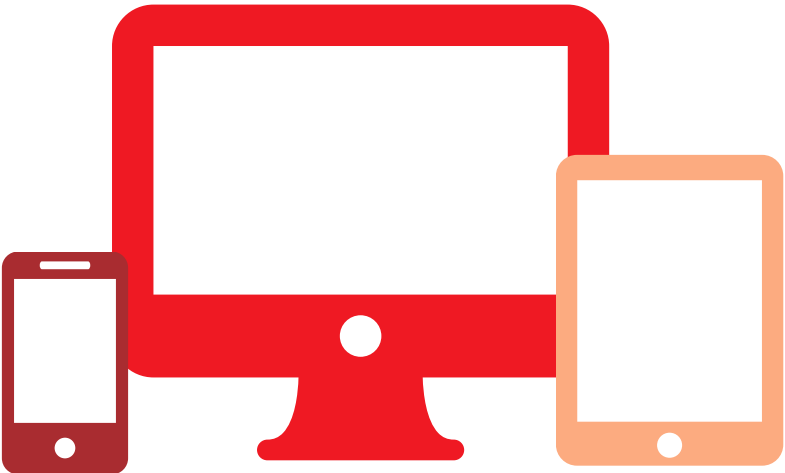
► GENDER

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%)

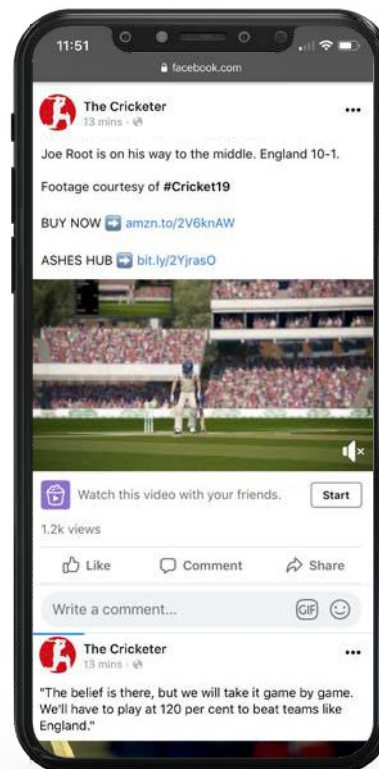
Prices start from £20 CPM – based on minimum 50,000 impressions

MPU



LEADERBOARD





Social Media Campaign

- Social media campaigns to audience of more than 869,000 engaged cricket aficionados
- Posts can be geo-located
- Competitions to raise following or gather entrant's data

Prices available on request

Video content

- Bespoke video content produced on the client's behalf or with their squeezeback advertising

- Naming rights, host endorsements and advertising slots are available in this popular weekly review hosted by award-winning broadcaster Simon Hughes

- The Cricketer will post sponsored content to improve clients' SEO

Email newsletter

- Advertising banners available on our twice-weekly newsletters, sent to 10,000 post-GDPR opt-in recipients

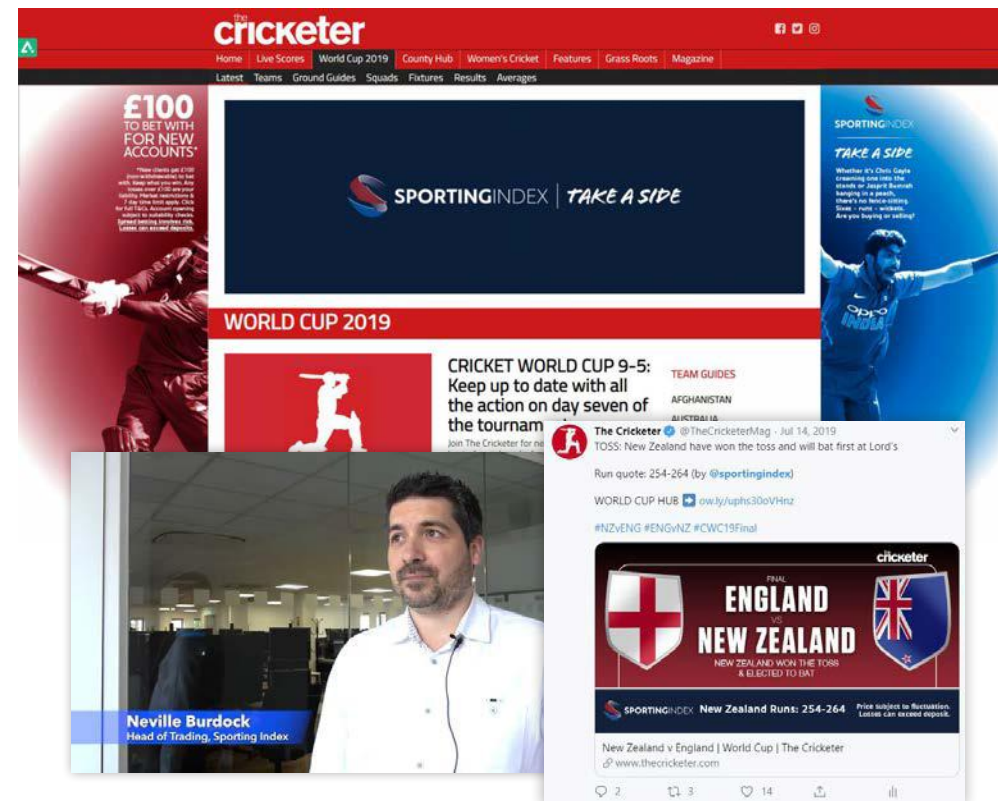
Specs: 728 x 90px



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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