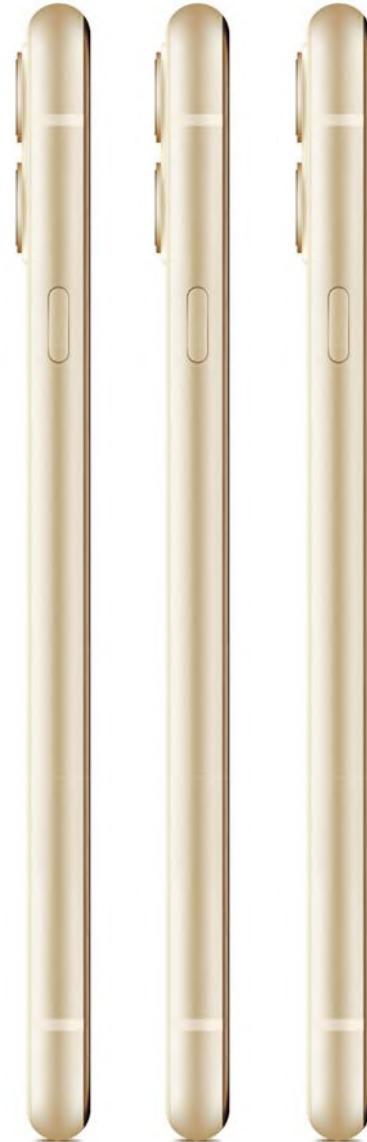


# the cricketer



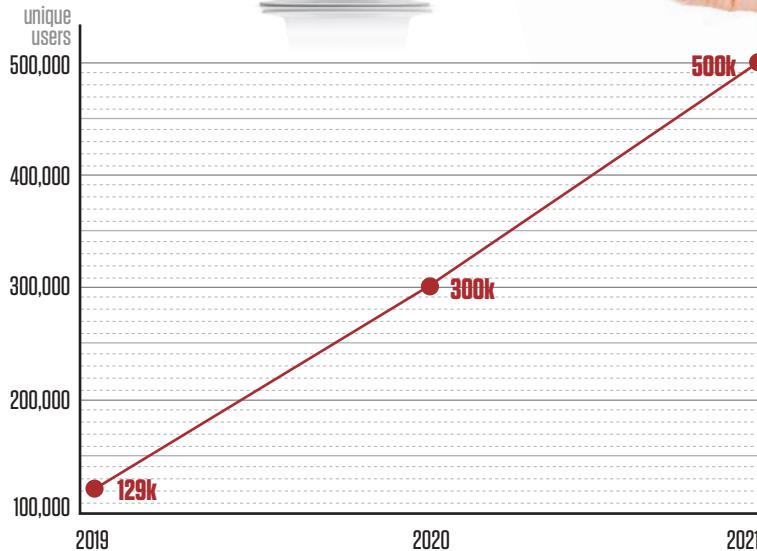
**DIGITAL  
MEDIA PACK  
2020**

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



Anticipated Growth

# 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

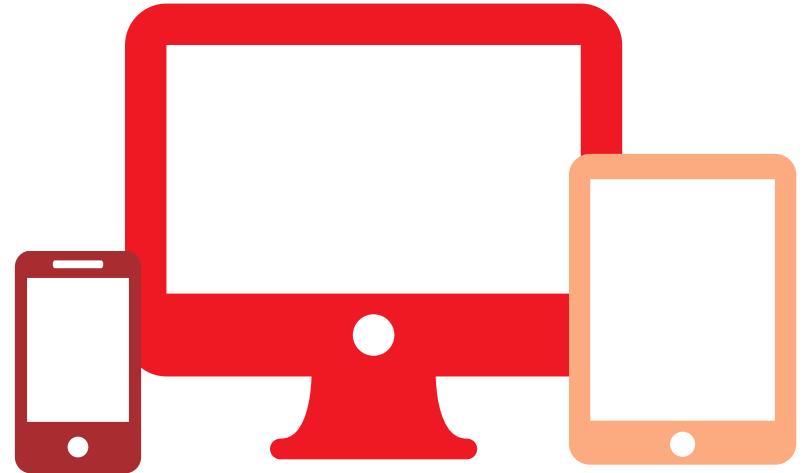
**85%** MALE  
**15%** FEMALE

### ► 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%)

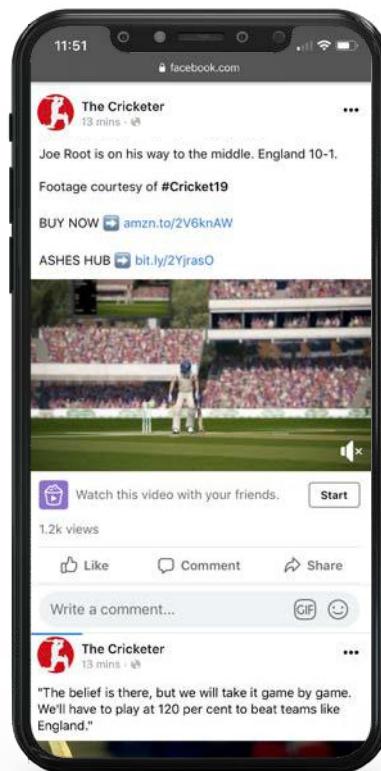
**Prices start from £20 CPM – based on minimum 50,000 impressions**

**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



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### IPL fine MS Dhoni after angry onfield confrontation of umpires

Dhoni was reprimanded by league officials following his remonstrations to the onfield umpires during Chennai Super Kings' dramatic victory over Rajasthan Royals on Thursday

Glenn Maxwell out of Australia white-ball tour of South Africa and doubtful for start of IPL with elbow injury

James Foster added as Kolkata Knight Riders fielding coach for IPL 2020

Rajasthan Royals in no rush to replace Jofra Archer as hope remains that England bowler could yet feature

Jofra Archer out of England's Sri Lanka tour and IPL with elbow stress fracture

IPL 2020 Final bound for Mumbai as competition dates and start times are confirmed

Rajasthan Royals appoint Ireland's Rob Cassell as new fast bowling coach

Tom Banton should not play IPL, and focus on Championship... he could be England No.6, says Michael Vaughan

**STAY UP TO DATE**

**The Cricketer** @TheCricketerMag - May 9, 2019  
The life of an IPL performance analyst

Watch all the #VIVOIPL action anytime, anywhere & on the go with @HotstarUK. Log on to [uk.hotstar.com](http://uk.hotstar.com) or download the app!

The life of an IPL performance analyst: Q&A with Sunrisers Hyderabad's... TAHIR IBN MANZOOR interviews Shrinivas Chandrasekaran, the performance analyst at Sunrisers Hyderabad, who has worked with som... @thecricketer.com

MS Dhoni has been fined 50 per cent of his match fee for breaching the Indian Premier League code of conduct.

Dhoni was reprimanded by league officials following his angry outburst against the onfield umpires during Chennai Super Kings' dramatic victory over Rajasthan Royals on Thursday.

The former India captain was incensed after a no ball called by Uthas Gandhi for a waist-high delivery from Ben Stokes was overruled by Bruce Owenford at square leg.

Dhoni stormed onto the playing area to remonstrate and his actions have cost him financially.

"MS was after some clarity and it didn't seem to be coming so he took the opportunity to go out and discuss it with the umpires. The rights and wrongs will be discussed by everybody," Chennai head coach Stephen Fleming said.

**IPL HUB**

"He was certainly fired up about the way the decision was handled and why it was overturned... and he wanted to get it clarified at a key moment."

The delivery was ultimately deemed legal but Chennai still managed to complete a memorable win, thanks to a last-ball six from Mitchell Santner.

Former England skipper Michael Vaughan was critical of Dhoni in the aftermath.

"This is not a good look for the game," Vaughan tweeted. "No place at all for a captain to storm onto the pitch from the dugout."

Chennai's win extended their lead over Kolkata Knight Riders at the top of the IPL table to four points.

Hotstar is the official digital streaming partner for the VIVO IPL 2019 and will live stream ALL matches. Subscribers can watch all the VIVO IPL action anytime, anywhere & on the go - gaining access to the entire sports and entertainment library for £11.99/month or £59.99 a year. Hotstar is available on the web ([uk.hotstar.com](http://uk.hotstar.com)), as well as on the google play store, app store and on Now TV stick.

**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

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**WORLD CUP 2019**

**CRICKET WORLD CUP 9-5: Keep up to date with all the action on day seven of the tournament**

**TEAM GUIDES**  
AFGHANISTAN

**The Cricketer** @TheCricketerMag - Jul 14, 2019  
Toss: New Zealand have won the toss and will bat first at Lord's

Run quote: 254-264 (by @sportingindex)

WORLD CUP HUB [t.co/ly/ufph330vV4nz](https://t.co/ly/ufph330vV4nz)

#NZVENG #ENGVNZ #CWC19Final

**cricketer**  
FINAL ENGLAND vs NEW ZEALAND  
NEW ZEALAND WON THE TOSS & ELECTED TO BAT

**SPORTINGINDEX** New Zealand Runs: 254-264 Price subject to fluctuation. Losses can exceed deposits.

New Zealand v England | World Cup | The Cricketer  
[www.thecricketer.com](http://www.thecricketer.com)

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**Neville Burdock**  
Head of Trading, Sporting Index

**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

The Cricketer Publishing Ltd  
Edinburgh House  
170 Kennington Lane  
London SE11 5DP

**Jim Hindson**

Commercial Director

Tel: 0203 198 1359

Email: [Jim.Hindson@thecricketer.com](mailto:Jim.Hindson@thecricketer.com)

**Ed Krarup**

Commercial Executive

Tel: 020 3198 1354

Email: [Ed.Krarup@thecricketer.com](mailto:Ed.Krarup@thecricketer.com)