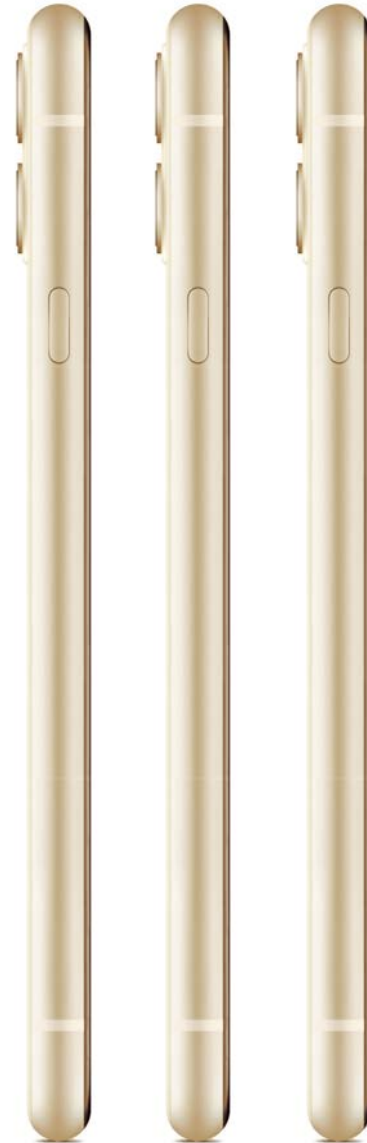


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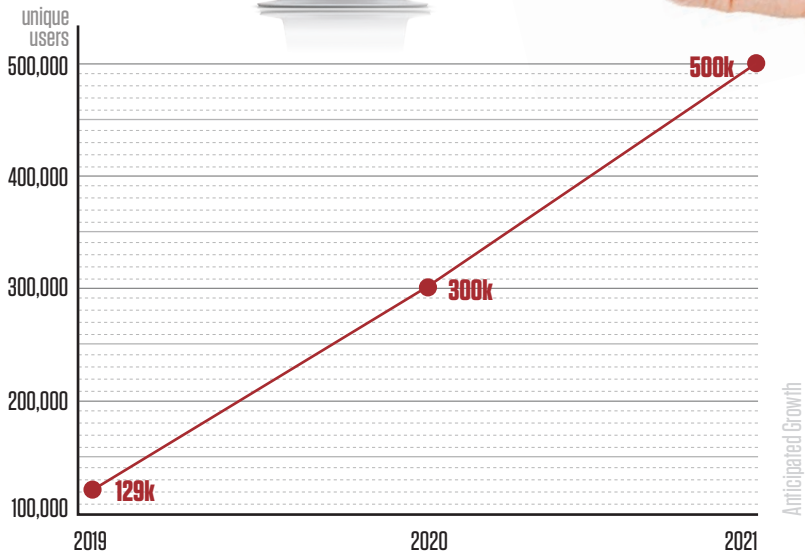
**DIGITAL
MEDIA PACK
2021**

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.

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104,000 FOLLOWERS

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

AUDIENCE BREAKDOWN

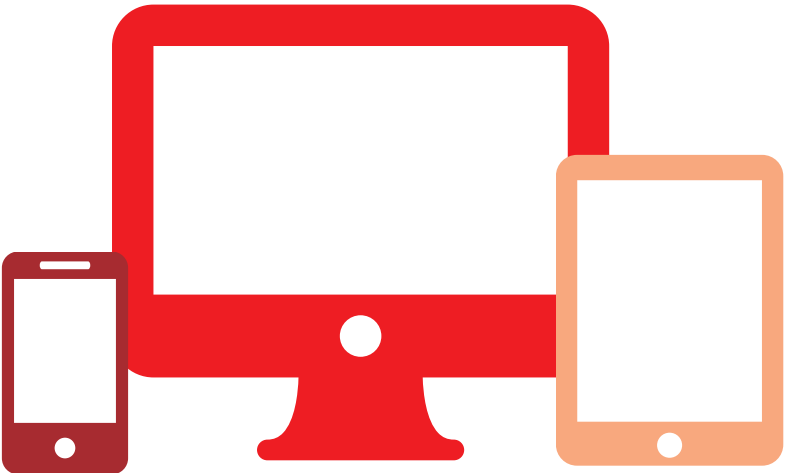
► GENDER

85% MALE
15% FEMALE

► AGE

73% AGED UNDER 44
18-24 11% **25-34 48%** **35-44 14%**

HOW OUR AUDIENCE FINDS US



► DEVICE

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18% DESKTOP
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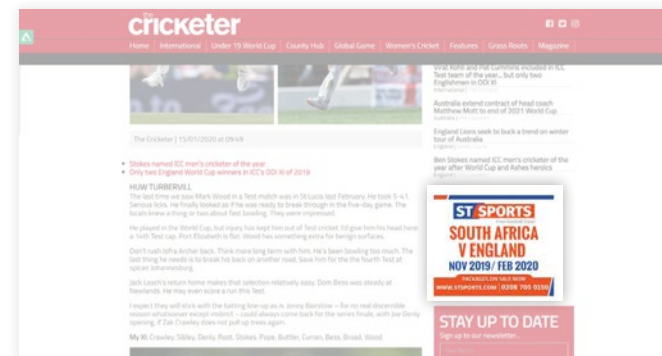
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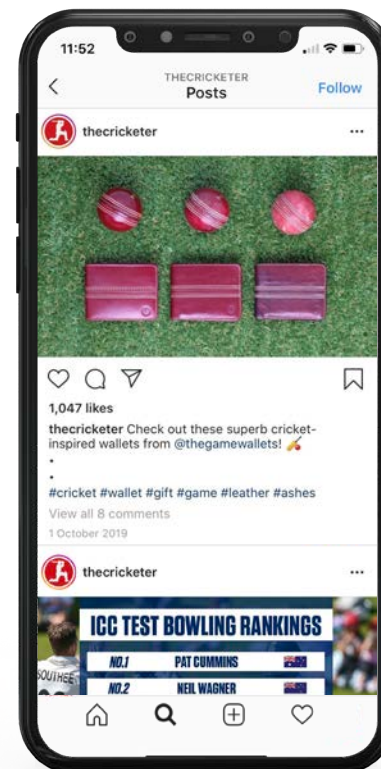
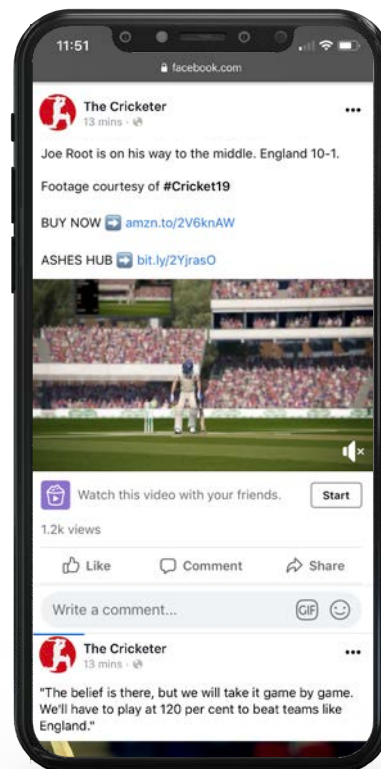
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MPU



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WORLD CUP PREVIEW
Wednesday, June 26



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WORLD CUP PREVIEW
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PREVIEW
Wednesday, June 26

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SIMON HUGHES AT EDGBASTON: He showed England what they had missed and why his rehabilitation from his hamstring injury was of fundamental importance. Roy is England’s leader of the charge.

HUGHES ON ROY

2019/2020
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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



The Cricketer | 12/04/2019 at 07:13

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), as well as on the google play store, app store and on Now TV stick.

Glenn Maxwell out of Australia white-ball tour of South Africa and doubtful for start of IPL with elbow injury
Australia | 11/04/2019

James Foster added as Kolkata Knight Riders fielding coach for IPL 2020
Kolkata Knight Riders | 11/04/2019

Rajasthan Royals in no rush to replace Jofra Archer as hope remains that England bowler could yet feature
IPL | 11/04/2019

Jofra Archer out of England's Sri Lanka tour and IPL with elbow stress fracture
England | 11/04/2019

IPL 2020 Final bound for Mumbai as competition dates and start times are confirmed
IPL | 11/04/2019

Rajasthan Royals appoint Ireland's Rob Cassell as new fast bowling coach
Ireland | 11/04/2019

Tom Banton should not play IPL and focus on Championship... he could be England No.6, says Michael Vaughan
News | 11/04/2019

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The Cricketer @TheCricketerMag - May 9, 2019
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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

AUSTRALIA



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

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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