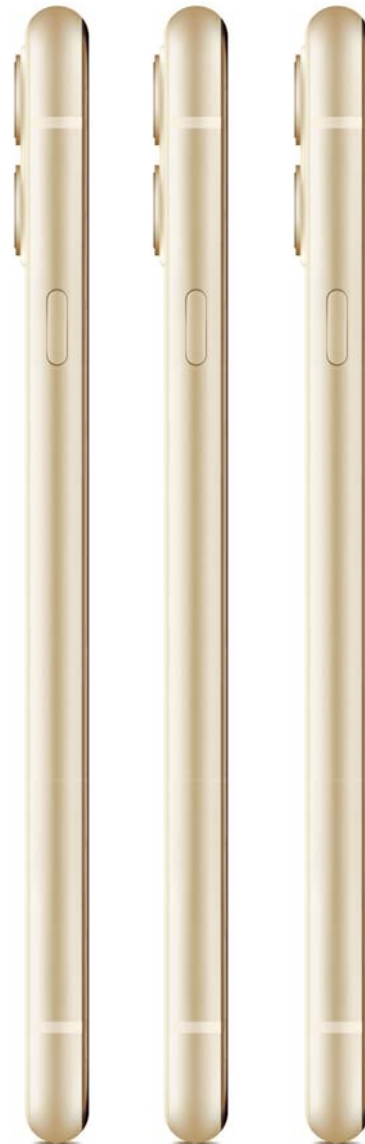


the cricketer



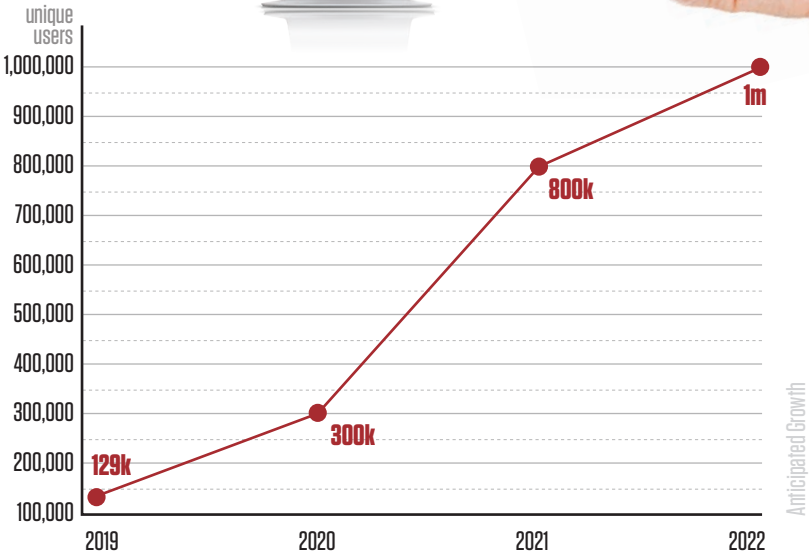
**DIGITAL
MEDIA PACK
2022**

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

WEBSITE

800,000 UNIQUE USERS A MONTH

1,000,000 PAGE VIEWS A MONTH



TOTAL DIGITAL REACH OF 2 MILLION

SOCIAL MEDIA



TWITTER

160,000 FOLLOWERS

15M IMPRESSIONS PM

100,000 LINK CLICKS PM

FACEBOOK

822,100 FOLLOWERS

450,000 ENGAGEMENTS PM

1.5M VIDEO VIEWS PM

INSTAGRAM

160,100 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



Tournament Coverage Bundle

Package includes:

- Tournament homepage takeover
- Drivers and messaging on all content
- Social media promotion

Opportunities include ICC tournaments, IPL, County season, The Hundred, CPL, Big Bash

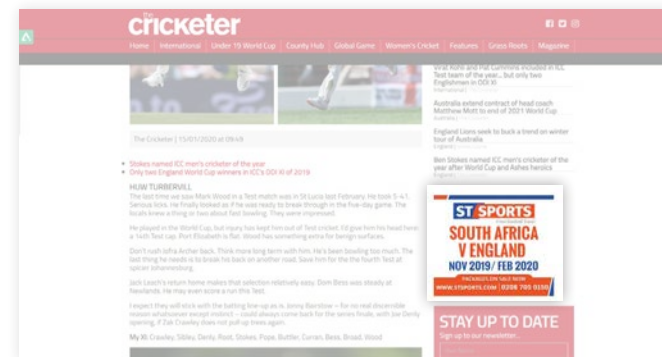
Prices available on request

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%)

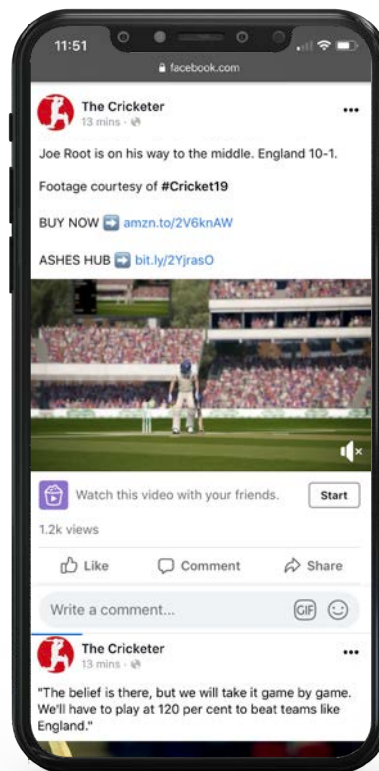
Prices start from £20 CPM – based on minimum 50,000 impressions

MPU



LEADERBOARD





Social Media Campaign

- Social media campaigns to audience of over 1 million 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

Email newsletter

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

Specs: 728 x 90px



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

STAY UP TO DATE



Hotstar

Showcasing Indian broadcasting giant Hotstar's IPL 2019 coverage

- Website and social media campaign reaching over 1.5M 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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