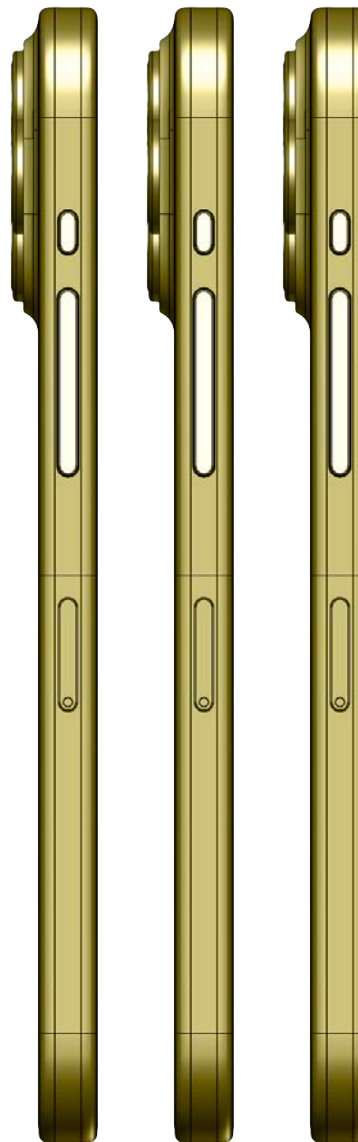


the cricketer



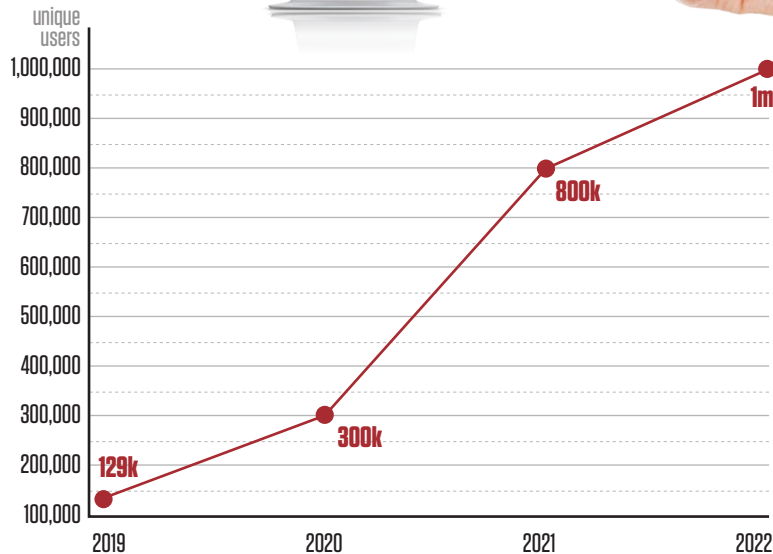
**DIGITAL
MEDIA PACK
2024**

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



Anticipated Growth

TOTAL DIGITAL REACH OF 2 MILLION

SOCIAL MEDIA



X (FORMERLY TWITTER)

210,000 FOLLOWERS

15M IMPRESSIONS PM

100,000 LINK CLICKS PM

FACEBOOK

1 MILLION FOLLOWERS

450,000 ENGAGEMENTS PM

1.5M VIDEO VIEWS PM

INSTAGRAM

215,000 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



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%)

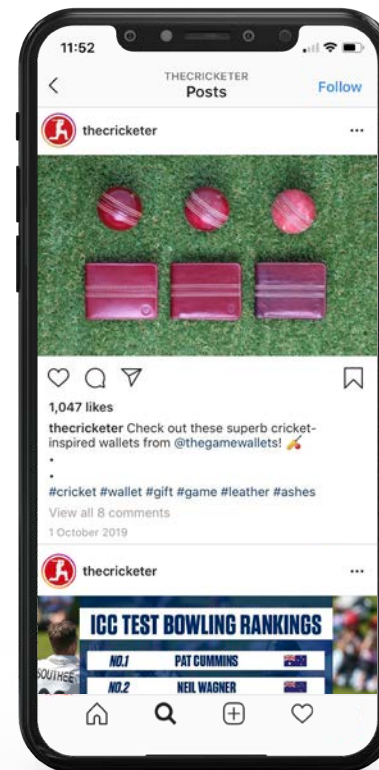
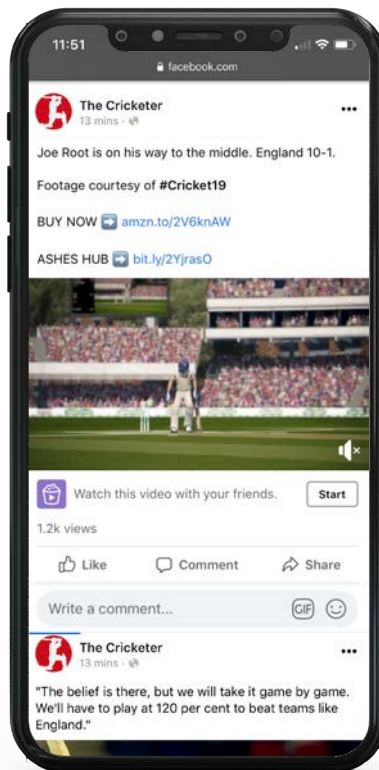
Prices start from £20 CPM – based on minimum 50,000 impressions

MPU



LEADERBOARD





Social Media Campaign

- Social media campaigns to audience of over 1.4 million engaged cricket aficionados
- Posts can be geo-located
- Competitions to raise following or gather entrant's data

Prices available on request

The Cricketer
Home | Live Scores | County Hub | T20 Blast | Women's Cricket | Features | Grass Roots | Magazine

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 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

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

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Latest | Teams | Ground Guides | Squads | Fixtures | Results | Averages

£100 TO BET WITH FOR NEW ACCOUNTS

SPORTINGINDEX TAKE A SIDE

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

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 [0wLyUph330oV4nZ](https://t.co/0wLyUph330oV4nZ)

#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

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

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The Cricketer Publishing Ltd
Units 7-8, 35-37 High St,
Barrow upon Soar,
Loughborough LE12 8PY

Jim Hindson

Managing Director

Tel: 0203 198 1354

Email: Jim.Hindson@thecricketer.com

Rohan Kulkarni

Business Development Manager

Tel: 0203 198 1354

Email: rohan.kulkarni@thecricketer.com