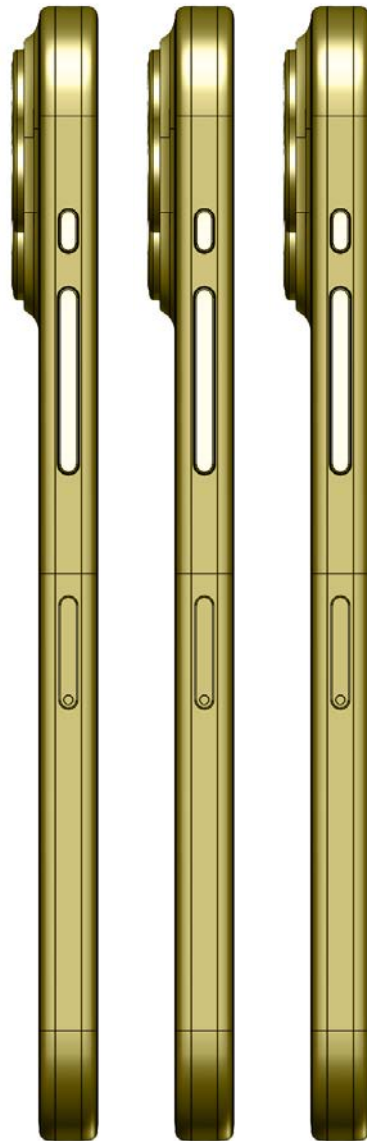


**ECB  
AWARD  
WINNERS  
7 YEARS  
RUNNING!**

the  
**cricketer**



**DIGITAL  
MEDIA PACK  
2026**

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



# TOTAL DIGITAL REACH OF 2 MILLION

SOCIAL MEDIA



X (FORMERLY TWITTER)

**212,000** FOLLOWERS

**15M** IMPRESSIONS PM

**100,000** LINK CLICKS PM

FACEBOOK

**1.1 MILLION** FOLLOWERS

**450,000** ENGAGEMENTS PM

**1.5M** VIDEO VIEWS PM

INSTAGRAM

**217,000** 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



**Bespoke Inventory includes:**

- Homepage takeover
- 'In association with' tournament partnership branding
- Social media promotion
- Promoted editorials

- Newsletter advertising
- YouTube promotion
- Podcast sponsorship

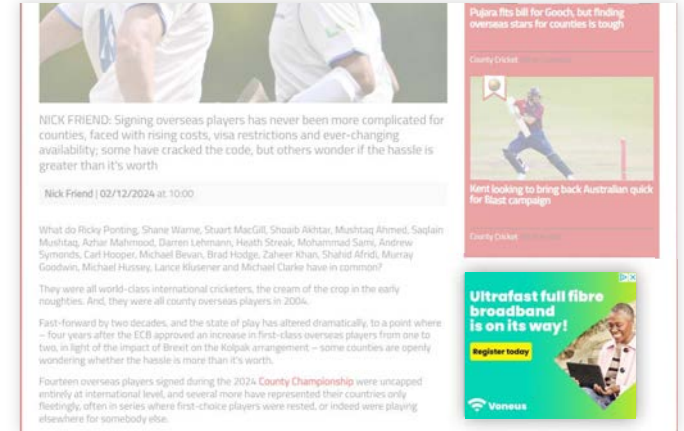
**Prices available on request**

**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 available on request**

MPU



LEADERBOARD



## NEXT STEPS

We'd love to drive awareness and sales for your business. To discuss your next campaign, please contact Jim or Rohan – full details below.

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