

the cricketer

ESTABLISHED 1921



MEDIA PACK 2020



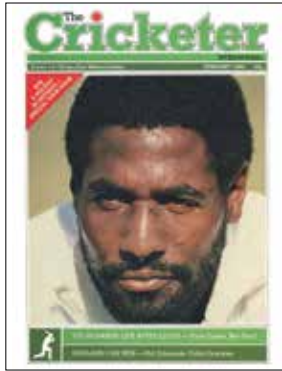
The Cricketer was established in 1921 and is the best-known and most reputable publishing brand in the game. Our magazine provides direct access to an engaged and affluent readership.



The world's oldest and best-loved cricket magazine



June 1926

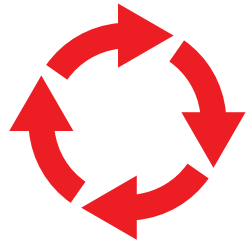


February 1986



April 2019

OUR READERS ARE **MALE, OVER 50, HIGHLY ENGAGED, AFFLUENT AND LOYAL**



▲ 32,000 CIRCULATION



▲ 136,000 READERSHIP



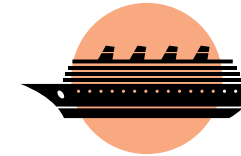
LOYAL

72% READERS SUBSCRIBE (COMPARED TO 29% UK INDUSTRY AVERAGE)

60% HAVE BEEN SUBSCRIBERS FOR OVER 10 YEARS

40% HAVE BEEN SUBSCRIBERS FOR OVER 20 YEARS

3 HOURS AVERAGE TIME SPENT READING THE MAGAZINE



WELL-TRAVELLED

90% GO ON HOLIDAY EVERY YEAR

33% GO ON HOLIDAY THREE OR MORE TIMES A YEAR

73% HAVE WATCHED CRICKET ABROAD

42% HAVE, OR WOULD CONSIDER, GOING ON A CRUISE



AFFLUENT

27% HAVE ASSETS WORTH £1M OR MORE

79% ARE FREE OF ANY MORTGAGE

13% OWN A SECOND HOME

91% REGULARLY DONATE TO CHARITY

56% OWN STOCKS AND SHARES



PROFILE

94% MALE

81% ABC1

52% READ A BROADSHEET NEWSPAPER

90% OVER 45 YEARS OF AGE

55% OVER 60 YEARS OF AGE

“It’s been a pleasure to work with The Cricketer. The magazine is read by Care UK’s target audience and the interest generated from our ad campaign has been fantastic. We’ve already booked our next campaign!”

MATTHEW KEANE – MARKETING MANAGER, CARE UK, FEBRUARY 2020



In need of surgery?

Why wait...

“It was Care UK to the rescue again. They operated on my knee and before long I was back to my usual levels of fitness.”
Jan, Devon

Excellent programme of personalised after care

Zero cases of hospital-acquired MRSA

All our hospitals are rated “Outstanding” or “Good” by the CQC

Prices up to 35% less than other private hospitals

At Care UK we believe our patients should receive high quality healthcare. Nobody likes to wait, and leaving it too long before having your treatment can be detrimental to your recovery. If you want rapid access to high quality, immediate delivered surgery, our self-pay packages could be the ideal solution for you and your loved ones. Where will your next adventure be? With prices up to 35% less than other private hospitals, but no compromise on quality, you’ve got no reason to put your life on hold.

If you’ve been putting off surgery, get your life back on track and book an initial consultation for just £95!

For a full list of prices and procedures call our friendly self-pay advisors on 0333 058 1877 or visit www.careukselfpay.co.uk/howzat

Care UK hospitals: Barborough | Bristol | Devizes | Gillingham |

London | Plymouth | Portsmouth | Shapton Mallet | Southampton

Common procedures	
Total knee replacement	£8,995
Total hip replacement	£8,595
Knee arthroscopy	£2,095
Hernia repair	£2,195
Cataracts (per eye)	£1,995
Tonsillectomy	£1,995
Legar tunnel	£1,595

PRINT

Product	One Off	3 Month Run (price per issue)	6 Month Run (price per issue)	12 Month Run (price per issue)
Double Page Spread	£2,250	£2,025	£1,800	£1,575
OBC	£2,000	£1,800	£1,600	£1,400
IFC/IBC	£1,750	£1,575	£1,400	£1,225
Full Page	£1,350	£1,215	£1,080	£945
Half Page	£850	£765	£680	£595
Quarter Page	£550	£495	£440	£385



Jim Hindson
 Commercial Director
 Tel: 0203 198 1354
 Email: jim.hindson@thecricketer.com

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

BESPOKE EVENTS

From experiential marketing, to breakfast seminars and intimate dinners, we will tailor the event to suit your needs. Prices available on request.

DIGITAL

Product	One Off
Leaderboard	£28 CPM
MPU	£25 CPM
Homepage Takeover	£55 CPM

PODCAST

Product	One Off
Naming Rights Sponsorship	£55 CPM
Segment Sponsorship	£40CPM
Host Endorsement	£35 CPM
Advertising Slots	£20 CPM

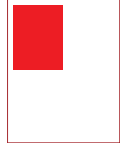
PRINT



Issue	Theme	Copy deadline	Newsstand
February 2020	Most beautiful grounds around the world	January 15, 2020	January 24, 2020
March 2020	Mental health in cricket plus Club Cricket Guide	February 12, 2020	February 21, 2020
April 2020	County preview and Women's T20 World Cup review plus state school cricket	March 11, 2020	March 20, 2020
May 2020	Sri Lanka v England review	April 15, 2020	April 24, 2020
June 2020	T20 Blast preview	May 13, 2020	May 22, 2020
July 2020	England v Australia white-ball series preview	June 10, 2020	June 19, 2020
August 2020	England v Pakistan series preview plus The Hundred	July 8, 2020	July 17, 2020
Summer 2020	England Test summer in full flow	August 5, 2020	August 14, 2020
September 2020	England Test summer review	September 2, 2020	September 11, 2020
October 2020	Season review and Men's T20 World Cup preview	September 30, 2020	October 9, 2020
November 2020	Recreational cricket investigation	October 21, 2020	October 30, 2020
December 2020	Men's T20 World Cup review plus Schools Guide	November 18, 2020	November 27, 2020
January 2021	Christmas 2020	December 9, 2020	December 18, 2020



ADVERT SPECIFICATIONS



QUARTER PAGE
TYPE AREA: 128 (h) mm x 97 (w) mm



HALF PAGE HORIZONTAL
TYPE AREA: 128 (h) mm x 198 (w) mm



FULL PAGE
TRIM: 285 (h) x 220 (w) mm
BLEED: 291 (h) x 226 (w) mm
TYPE AREA: 263 (h) x 198 (w) mm

ALL ADVERTS TO BE SUPPLIED AS A PDF
COLOURS SET TO CMYK
NO SPOT COLOURS PERMITTED