

# the cricketer

MEDIA PACK 2020



PRINT



DIGITAL



PODCAST



EVENTS



The Cricketer, celebrating its 100th birthday in 2021, is the best-known and most reputable publishing brand in the game, connecting with six million enthusiasts every month through our print and digital channels.







The Cricketer magazine was established in 1921 and is associated with some of the greatest names in cricket writing. They include former England captain Sir Pelham Warner who founded the title, journalistic titans EW Swanton and Christopher Martin-Jenkins, and current editor Simon Hughes, the acclaimed author and broadcaster.

Our market-leading title empowers businesses to capitalise on the authority and credibility of our brand through considered, authentic access to our engaged and affluent readership.

### Advertorials

Written in 'house' style or supplied in your own design, advertorials will introduce your product and drive calls to action.

### Promotional features

We design impactful multi-page features that provide impressive exposure for your brand within the magazine.

### Section sponsorship

Allows you to align your brand within specific sections with subtle branding and messaging.

### Display advertising

Provides the opportunity to position your advert among some of the finest writing in cricket and within the most relevant content, to effectively reach your target audience.

### Inserts

Place your message within the magazine to directly reach out to our subscribers and newsstand audience.

### Supplements

We produce a select number of editorially-led supplements, immersing your brand within specific sectors of the cricket industry.



▲ 13 ISSUES A YEAR



▲ MORE THAN 2,500 NEW SUBSCRIBERS IN 2019



▲ 85% OF READERS INVOLVED WITH THE GAME



▲ 32,000 CIRCULATION



▲ 136,000 READERSHIP



▲ 81% ABC1 AUDIENCE



▲ 94% MALE



▲ 78% SHARE OF NEWSSTAND - WITHIN THE MARKET SECTOR

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

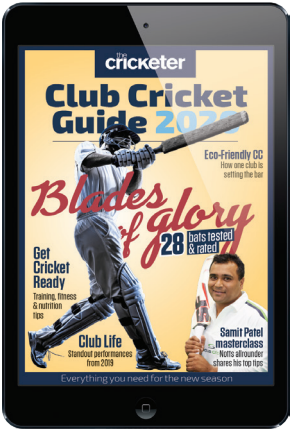


HALF PAGE HORIZONTAL  
TYPE AREA: 128 (h) mm x 198 (w) mm



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



The Cricketer’s dedicated digital team produce compelling content via our news-led website and highly engaged social media output, instantly connecting with cricket fans both in the UK and around the globe.

We have created the following options to place your brand at the heart of cricket’s digital conversation.

Display advertising

The Cricketer website provides a range of options including takeovers and bespoke positioning next to preferred content.

Sponsored Content

Options for sponsored content include video and feature articles while bespoke solutions are also available to capture the attention of our audience.



Social media campaigns

Our rapidly growing social media following of 740,000 is matched by the high level of engagement across these dedicated channels. The Cricketer’s experienced team strike the balance between content and commercial to ensure our audience is fully engaged and consistently growing.

Hubs and content production

For complete ownership of a section on the site, we produce standalone hubs that will host a stream of targeted content to amplify existing sponsorship or be the focal point of a new campaign.

Email newsletter

Our email newsletter is sent out twice a week to 10,000 post-GDPR opt-in recipients. Our database includes the key stakeholders in club and schools cricket as well as many people involved in the professional game.



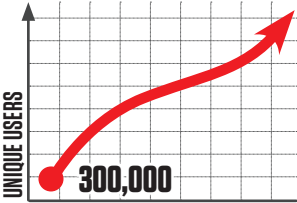
WEBSITE

- 300,000 UNIQUE USERS A MONTH
- 500,000 PAGE VIEWS A MONTH
- 2MINS 49SECS AVERAGE PAGE TIME
- 1,000,000 AD IMPRESSIONS SERVED A MONTH
- 87% MALE 13% FEMALE

- AGE
  - 52% 18-35
  - 30% 35-54
  - 18% 55+



12 MONTH PROJECTION



- DEVICE
  - 71% MOBILE
  - 19% DESKTOP
  - 10% TABLET



TWITTER

- 110,000 FOLLOWERS
- 15M IMPRESSIONS PM
- 100,000 LINK CLICKS PM

FACEBOOK

- 600,000 FOLLOWERS
- 280,000 ENGAGEMENTS PM
- 30,000 MINUTES OF VIDEO VIEWED A MONTH

INSTAGRAM

- 30,000 FOLLOWERS
- 350,000 WEEKLY REACH
- 3M IMPRESSIONS PM





This popular weekly review is hosted by editor and award-winning broadcaster Simon Hughes. Joined by BBC Test Match Special's Simon Mann, they engage in lively debate with special guests about the week in cricket.

#### Segment sponsorship

Sponsorship of a particular part of the podcast – e.g. week in numbers brought to you by William Hill.

#### Host endorsement

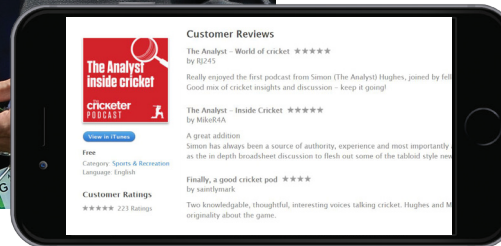
Personalised endorsement by host Simon Hughes. Our team will work with you to tailor the message to our audience.

#### Naming rights sponsorship – '...In association with'

Feature in the name of the podcast and have your brand/logo incorporated into the podcast's logo. This option includes multiple host endorsements and mentions throughout the show.

#### Advertising slots

Pre-recorded 30-second advertising slots may be booked during the show.



▲ **15,000** LISTENERS PER EPISODE  
INCREASING TO **18,000** DURING INTERNATIONAL MATCHES

▲ AUDIENCE LISTEN **92%** OF THE PODCAST ON AVERAGE



▲ **5 STAR** RATING ON ITUNES

▲ **96%** MALE



▲ **WORLDWIDE LISTENERS 82% UK 8% AUSTRALIA 6% USA**



Our event programme provides businesses with direct access to a cricket-loving audience. Bespoke events can also be tailored to the requirements of our partners.

### The Cricketer Live

Sponsorship is available for our popular events. Hosted by Simon Hughes, these evenings feature lively question & answer sessions with some of the most popular names in cricket. We have previously hosted Geoffrey Boycott, Michael Atherton, Ian Botham and Mike Brearley among others, in front of sell-out audiences in central London.

Sponsorship opportunities position your brand as the partner for the event. Appearing on all marketing collateral, a presence at the evening and access to a captive audience of cricket fans.

Sponsorship can include the following assets:

- '...in association with' title sponsorship
- Branding on all marketing collateral
- On-ground stand or presence at the event
- Sponsor's message from Simon Hughes on the night
- Branding on all associated editorial
- Flyers distributed to all attendees
- Email marketing to all attendees

### National Village Cup

A national knockout cricket competition for village teams that has been run by The Cricketer since 1972.

A number of partnership opportunities are available and offer the ability to market to 5 million rural lives throughout the country. With 32 regions competing to make the prestigious final at Lord's the competition offers a great mix of national exposure and alignment with the 'Home of Cricket'.



▲ **45,000** MAILING LIST

▲ **BRANDED CONTENT** PIECES PRODUCED

▲ **UP TO 500** ATTENDEES AT EACH EVENT

▲ **740,000** AUDIENCE REACHED THROUGH SOCIAL MEDIA

▲ **45%** OF ATTENDEES ARE NEW TO THE CRICKETER BRAND



**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



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**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
Website adverts	£20 CPM <small>BASED ON 50,000 IMPRESSIONS</small>
Homepage Takeover	£55 CPM

**PODCAST**

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