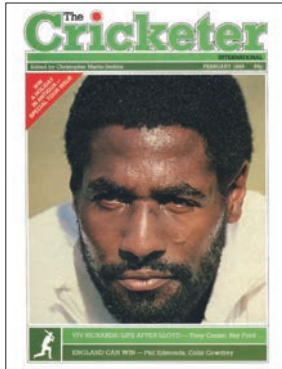




## The world's oldest and best-loved cricket magazine



June 1926

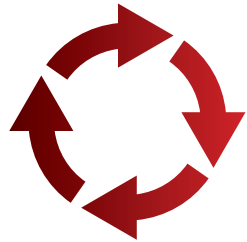


February 1986



April 2021

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



▲ **32,000 CIRCULATION**



▲ **136,000 READERSHIP**



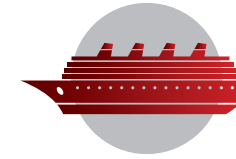
### LOYAL

**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**

**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

**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



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## PRINT

Issue	Theme	Copy deadline	Newsstand
February 2022	Ashes round-up	January 7	January 21
March 2022	England in WI Tests preview / Ashes autopsy	February 4	February 18
April 2022	Season preview	March 11	March 25
May 2022	County special	April 15	April 29
June 2022	New Zealand Test series preview	May 13	May 27
July 2022	ODI series v India preview	June 10	June 24
August 2022	South Africa Tests preview / The Hundred	July 8	July 22
Summer 2022	Summer in full flow	August 5	August 19
September 2022	Travel special	September 2	September 16
October 2022	T20 World Cup preview / End of season review	September 30	October 14
November 2022	T20 World Cup round-up	October 21	November 4
December 2022	Schools Guide / Look ahead to England winter	November 11	November 25
January 2023	Christmas 2022/year in review	December 2	December 16



## 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

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