

# the cricketer

ESTABLISHED 1921

MEDIA PACK 2024

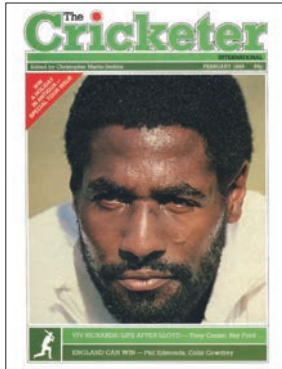
The Cricketer was established in 1921 and is the best-known and most reputable publishing brand in the game. Our magazine provides direct access to an engaged and affluent readership.



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



June 1926

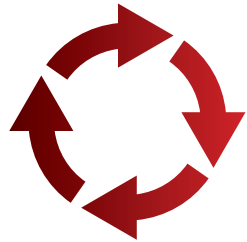


February 1986



September 2023

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



▲ **32,000 CIRCULATION**



▲ **136,000 READERSHIP**



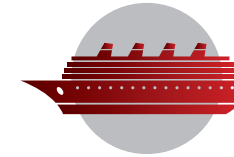
### LOYAL

**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

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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
Leaderboard	£28 CPM
MPU	£25 CPM
Homepage Takeover	£55 CPM

**PODCAST**

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

## PRINT

Issue	Theme	Copy deadline	Newsstand
February 2024	County MOT & India tour preview	January 5	January 19
March 2024	T20 franchise overview	February 2	February 16
April 2024	County season preview & Schools preview	March 8	March 22
May 2024	Championship early rounds	April 12	April 26
June 2024	T20 World Cup preview	May 10	May 24
July 2024	West Indies Tests preview & West Indies 1984	May 31	June 14
August 2024	Cricketers' recreation	June 28	July 12
Summer 2024	The Hundred preview & Sri Lanka Tests preview	July 19	August 2
September 2024	The rise of women's cricket & Women's T20 World Cup preview	August 16	August 30
October 2024	The Hundred review & Pakistan tour preview	September 6	September 20
November 2024	County season review & New Zealand tour preview	October 4	October 18
December 2024	Sc The Ashes – 1 year out & Schools Guide	November 8	November 22
January 2025	Christmas 2024 / year in review	December 6	December 20



## 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