

the cricketer

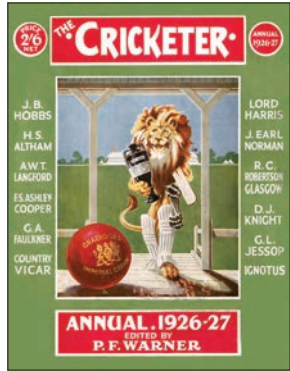
ESTABLISHED 1921

PRINT MEDIA PACK 2026

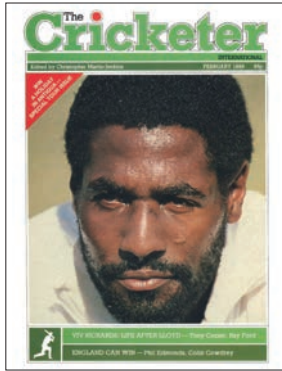
The Cricketer was established in 1921 and is the best-known and most reputable publishing brand in the game. Our magazine provides direct access to an loyal, engaged and affluent readership.



The world's oldest and best-loved cricket magazine



June 1926



February 1986



June 2025

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



▲ 136,000 READERSHIP



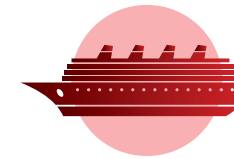
LOYAL

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



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."

Ian, Devon

Prices up to 35% less than other private hospitals

Excellent programme of personalised after care

Zero cases of hospital-acquired MRSA

All our hospitals are rated 'Outstanding' or 'Good' by the CQC

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

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

London | Plymouth | Portsmouth | Shepton Mallet | Southampton

At Care UK we believe our patients should receive high-quality healthcare, fast.

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, consultant-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 25% less than other private hospitals, but no compromise on quality, you've got no reason to put your life on hold.

Common procedures	
Total knee replacement	£8,995
Total hip replacement	£8,995
Knee arthroscopy	£2,695
Hernia repair	£2,195
Cataracts (per eye)	£1,595
Tonsillectomy	£1,595
Carpal tunnel	£1,595

For a full list of prices and procedures call our friendly self-pay advisors on 0330 058 1837 or visit www.careuksselfpay.co.uk/howzat

Issue	Theme	Copy deadline	Newsstand
February 2026	The Ashes 2026/27 review + T20 World Cup preview	January 9	January 23
March 2026	The nexus of cricket + Essex at 150; 30 years since the 1996 World Cup	February 6	February 20
April 2026	County season preview (bagged with Wallchart) + Schools preview, T20 World Cup review	March 6	March 20
May 2026	County Championship special + county membership, first CC matches, Brearley's debut	April 10	April 24
June 2026	New Zealand Test series preview + Summer of '66; Women's T20 World Cup preview	May 8	May 22
July 2026	Harold Larwood and the 1926 Ashes + 1st Test report;	June 5	June 19
August 2026	Seaside special + 2nd & 3rd Test reports; The Hundred preview; Women's Test preview	June 26	July 10
Summer 2026	Pakistan Test series preview/the state of Pakistan cricket + Imran Khan, Women's Test report	July 24	August 7
September 2026	ODI overdose/List A cricket around the world + Championship run-in; Geoff Boycott	August 14	August 28
October 2026	England's rising stars/2027 Ashes; 1986/87 Ashes remembered + Pakistan series report	September 11	September 25
November 2026	County Season review + Sri Lanka series report	October 2	October 16
December 2026	Christmas (bagged with Schools Guide) + National counties	November 6	November 20
January 2027	South Africa Test series preview + The year ahead	December 4	December 18





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.

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