

the cricketer

MEDIA PACK 2018



PRINT



DIGITAL



PODCAST



EVENTS



The Cricketer 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.



▲ 13 ISSUES A YEAR



▲ MORE THAN 2,000 NEW SUBSCRIBERS IN 2018



▲ 85% OF READERS INVOLVED WITH THE GAME



▲ 32,000 CIRCULATION



▲ 136,000 READERSHIP



▲ 64% HIGH-VALUE AB AUDIENCE



▲ 94% MALE



▲ 78% SHARE OF NEWSSTAND - WITHIN THE MARKET SECTOR

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

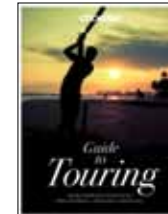
Provides the opportunity to position your advert among some of the finest writing in cricket and within the most relevant content, to effectively reach your target audience.

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.





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 250,000 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.

WEBSITE

129,000 UNIQUE USERS A MONTH

2MINS 49SECS AVERAGE PAGE TIME

900,000 AD IMPRESSIONS SERVED A MONTH

87% MALE 13% FEMALE

AGE

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



IN THE LAST SIX MONTHS:

40,000 MORE UNIQUE USERS

73,000 MORE SESSIONS

91,000 MORE PAGE VIEWS

DEVICE

64% MOBILE
26% DESKTOP
10% TABLET



TWITTER

75,000 FOLLOWERS

5.5M IMPRESSIONS PM

85,000 LINK CLICKS PM

92% MALE

FACEBOOK

250K FOLLOWERS

1,800 ENGAGEMENTS PW

85% AGED 18-34

30,000 MINUTES OF VIDEO VIEWED A MONTH



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.



▲ **11,000** 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 bi-monthly events. Hosted by Simon, 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 starts from £850 per event and 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**

▲ **250,000 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	£1,800	£1,225
Full Page	£1,350	£1,215	£1,400	£945
Half Page	£850	£765	£680	£595
Quarter Page	£575	£520	£460	£400



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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	£40CPM
Host Endorsement	£35 CPM
Advertising Slots	£20 CPM