

the cricketer

— ESTABLISHED 1921 —

PRINT MEDIA PACK 2025

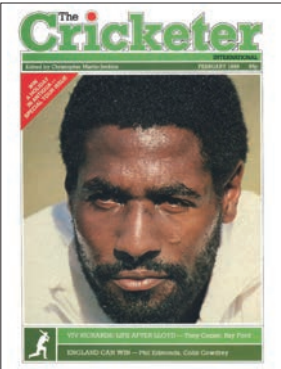
The Cricketer was established in 1921 and is the best-known and most reputable publishing brand in the game. Our magazine provides direct access to an loyal, engaged and affluent readership.



The world’s oldest and best-loved cricket magazine



June 1926



February 1986



Summer 2024



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

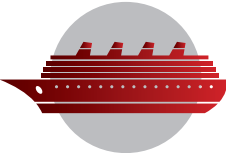


▲ **136,000** READERSHIP



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







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!

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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 35% 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

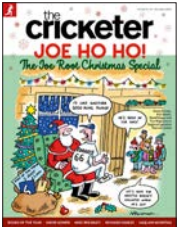
For a full list of prices and procedures call our friendly self pay advisors on 0330 058 1837 or visit www.careuksselfpay.co.uk/howzat

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PRINT



Issue	Theme	Copy deadline	Newsstand
February 2025	Test captaincy – the toughest job in sport? + The millennium so far, club cricket special	January 3	January 17
March 2025	Red-ball cricket around the world + Champions Trophy preview	January 31	February 14
April 2025	County season preview (bagged with Wallchart)	March 7	March 21
May 2025	International cricket MOT + 80 years since the Victory Tests	April 11	April 25
June 2025	2005 Ashes 20th anniversary + WTC Final preview, The Waugh's at 60	May 9	May 23
July 2025	India Tests preview + Zimbabwe Test report	May 30	June 13
August 2025	The Hundred with private equity / Best young talent in the ODC	June 27	July 11
Summer 2025	England v India in full swing / Outground resurgence	July 18	August 1
September 2025	Classic domestic one-day finals / England v India conclusion	August 15	August 29
October 2025	Cricket's nexus of power + Ashes countdown	September 5	September 19
November 2025	County Season review / Ashes preview 1	October 3	October 17
December 2025	Christmas / Botham at 70 / Ashes preview 2 (bagged with Schools Guide)	November 7	November 21
January 2026	Ashes in full swing / The year ahead	December 5	December 19



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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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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