

the CRICKET paper



**Print
Digital
Social**



the CRICKET paper

From the Test Match to the Village Green....

The Cricket Paper is the UK's only all-cricketing weekly newspaper covering red and white ball matches around the world, from the elite level to the local village green.

One of the unique aspects of The Cricket Paper's coverage is its depth - with more than 60 match reports, round-ups from all 25 ECB county leagues plus comprehensive results, scorecards and tables.

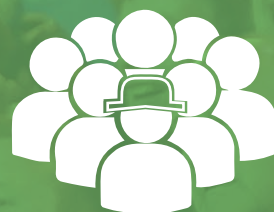
Country, County, Club > Cricket Covered!

Our audience: Fanatics, fans & followers



Attention, engagement & reach

Top line audience figures...



AUDIENCE
PER ANNUM

184k



IMPRESSIONS
PER ANNUM

4.8 million



TWITTER

FOLLOWERS

40.8k

IMPRESSIONS

4.4m



(inc subs)

COPIES SOLD

82.4k

COPIES READ

123.7k



WEBSITE

UNIQUE USERS

128k

IMPRESSIONS

193k



FACEBOOK

FOLLOWERS

4.1k

IMPRESSIONS

18.2k



NEWSLETTER

SUBSCRIBERS

5.3k

OPEN RATE

38.7%

Audience profile

43.7%
UK BASED

68.3%
MALE

25%
ARE CLUB
OFFICIALS

74.7%
AGED OVER
25

100%
TRUST THE
CRICKET PAPER'S
REPORTING

97.7%
RESPECT THE
CRICKET PAPER'S
REPORTING

40%
ATTEND EVERY
WEEK DURING
THE SEASON

28%
REGULARLY PLAY
CRICKET

96%
REGULARLY WATCH
CRICKET

90%
WATCH COUNTY
CRICKET
52%
WATCH BELOW
COUNTY CRICKET

Audience key interests



74.5%
WENT ON
HOLIDAY



86%
PURCHASED
GENERAL
CLOTHING



67.3%
PURCHASED MUSIC



67.2%
BOUGHT SPORTS
CLOTHING AND
EQUIPMENT



66.7%
PURCHASED SPORTS
MERCHANDISE, GIFTS AND
MEMORABILIA



50.6%
UNDERTOOK DIY



65.3%
DONATE & PARTAKE IN
CHARITY/FUNDRAISING
EVENTS



53.8%
BOUGHT MALE
GROOMING PRODUCTS



65.6%
BOUGHT CONSUMER
ELECTRONICS (eg. new TV)

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Advertising opportunities



Walking among giants

Scott Oliver looks back on when the player commonly recognised as the greatest all-rounder ever to play the game moved it in club cricket

Advertorials

Scott Oliver: The club cricket legend who has inspired a generation of players to follow in his footsteps. This is a special advertorial celebrating his career and the impact he has had on the game.

THE GRUMBLER

AS BUTCH SAID... 'ON TO A NEW FRONTIER'

Sponsorship

Official 2021 Hospitality for the Hundred

the CRICKET paper

Scotland ace Calum harbours the Daddy of all ambitions

HUNDRED

OFFICIAL 2021 HOSPITALITY FOR THE HUNDRED

...Print

Standard advert sizes

FULL PAGE 259mm wide x 320mm high £1,250	HALF PAGE 259mm wide x 158mm high £800	20x4 147mm wide x 250mm high £625
FRONT STRIP 259mm wide x 50mm high £800	15x3 109mm wide x 150mm high £335	12x2 72mm wide x 120mm high £195

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THE PADS ARE BACK ON!
Get set for an Ashes to remember

HERE COMES THE SUMMER

Tactical Ad Placement

AN EPIC CRICKET LINE-UP

Enjoy exciting cricket, exceptional hospitality and no spin day out this summer, courtesy of the experience experts - Keith Prowse.

PAUL NIXON

EFFECT OF MODERN OVERSEAS STARS IS LIMITED

Branded Content

PLAY AGAINST INTERNATIONAL CRICKETERS

...Digital

Standard desktop & mobile sizes

Site Wrap

the CRICKET paper

LEADERBOARD

EDITORIAL

LARGE LEADERBOARD

EDITORIAL

MPU

FOOTER

140 x 300

140 x 140

STANDARD Desktop & Mobile Specs:

Site WRAP	Price on application
Leaderboard	£600
Large Leaderboard MPU	£600
MPU	£300
140 x 300	£250
140 x 140	£200

CUSTOMISED

Native/Sponsored posts	POA
Social	POA
Newsletter	£125 per week

DISCOUNTS:

Rates can be discounted depending on level of activity.
Contact Sam Emery on 020 8971 4333 or email sam.emery@greenwayspublishing.com for more information and other ad sizes.