

# the wisden cricketer

the complete cricket magazine



**The Wisden Cricketer** delivers a loyal and passionate audience of young, affluent males (66% under 45). The magazine is read by enthusiasts, fans, administrators and players at all levels.

**The Wisden Cricketer** dominates the cricket market, with a strong base of 20,000 regular subscribers. It is also available from leading

newsagents, airports, railway stations, and Test and county cricket grounds. For advertisers wishing to target this highly desirable audience, **The Wisden Cricketer** is the only serious option.

## Grow your business with The Wisden Cricketer

**The Wisden Cricketer** is the key cricket media brand offering:

- Circulation of 35,683 copies per month\*
- 180,000 readers for each issue
- Over 20,000 subscribers for each issue
- Affluent, predominantly ABC1 audience
- Loyal and receptive readership
- Exclusive advertising, branding and sponsorship opportunities
- Cost effective way of exposing products and brands to a highly desirable audience

\* Audit Bureau of Circulation - The Wisden Cricketer is the only UK cricket magazine with an audited circulation.

### Display Colin Ackehurst

Business Development & Advertising Sales Manager

Tel **020 7471 6960**

E-mail **colin.ackehurst@wisdengroup.com**

### James Milner

Advertising sales executive

Tel **020 7471 6961**

E-mail **james.milner@wisdengroup.com**

**The Wisden Cricketer, 1.4 Shepherds Building,  
Charecroft Way, London W14 0EH**

## the magazine

### Readers

|                                  |     |
|----------------------------------|-----|
| male                             | 94% |
| ABC1                             | 81% |
| household annual income £40,000+ | 43% |
| <b>Age</b> Under 24              | 13% |
| 25-34                            | 24% |
| 35-44                            | 29% |
| 45-54                            | 17% |
| 55-64                            | 11% |
| 65 and over                      | 6%  |

### Advertising rates

#### Display

|                    |        |
|--------------------|--------|
| DPS                | £4,750 |
| Full page          | £2,500 |
| Inside front cover | £3,150 |
| Inside back cover  | £2,825 |
| Outside back cover | £3,375 |
| Half page          | £1,500 |
| Quarter page       | £800   |
| Loose inserts      | POA    |

#### Classified

|                |      |
|----------------|------|
| Quarter page   | £650 |
| Eighth page    | £350 |
| Twelfth page   | £250 |
| Sixteenth page | £200 |

#### Series

|                 |     |
|-----------------|-----|
| 3-5 insertions  | 10% |
| 6-8 insertions  | 15% |
| 9-12 insertions | 20% |

Agency commission 10%. All rates are subject to VAT

### Mechanical details

#### Display

|                            |               |
|----------------------------|---------------|
| DPS trim                   | 285mm x 440mm |
| DPS type                   | 260mm x 418mm |
| DPS bleed                  | 291mm x 446mm |
| Full page trim             | 285mm x 220mm |
| Full page type             | 260mm x 198mm |
| Full page bleed            | 291mm x 226mm |
| Half page vertical type    | 260mm x 95mm  |
| Half page vertical bleed   | 291mm x 112mm |
| Half page horizontal type  | 126mm x 198mm |
| Half page horizontal bleed | 143mm x 226mm |
| Quarter page vertical      | 126mm x 95mm  |

#### Classified

|                              |              |
|------------------------------|--------------|
| Quarter page vertical        | 128mm x 97mm |
| Quarter page horizontal      | 62mm x 198mm |
| Eighth page horizontal       | 62mm x 97mm  |
| Eighth page horizontal strip | 29mm x 198mm |

### Files and contract proofs

**Please send ad copy by email to:  
twcads@wisdengroup.com**

Please note in order to maintain the high quality of *The Wisden Cricketer*, we require a PDF to be provided for both mono and colour advertisements. Please provide a digital proof with colour advertisements. If a digital proof, which must be run from the PDF file, is not supplied *The Wisden Cricketer* cannot accept responsibility for incorrect colour match/copy. Digital proofs to be sent to:

**James Bunce, The Wisden Cricketer,  
1.4 Shepherds Building,  
Charecroft Way, London W14 0EH**