

The Cricketer Magazine (formerly The Wisden Cricketer) is the worlds biggest selling cricket magazine and the leading voice for cricket enthusiasts.

The magazine covers cricket in all its forms across the globe although focuses mostly on the fortunes of cricket in England and the national team, with in-depth interviews and contributions from some of the leading cricket journalists and former players.



BRAND PROFILE

- Male
- Aged 35-55 years
- AB
- Average income £46k per annum
- Senior management Level
- Interests include gourmet food and fine wine
- Read The Daily Telegraph or The Times

OPPORTUNITY

OPPORTUNITY	- 21,000 Subs 40,000 Print Run
FREQUENCY	- Monthly
MAX SIZE	- A5
MAX WEIGHT	- 10 grams
MINIMUM VOLUME	- Full Run
MAXIMUM VOLUME	- 21,000
MEDIA RATE	- £50 per '000 - based on 10 grams.
AGENCY COMMISSION	- 10%

RECOMMENDED FOR

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www.thecricketer.com

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