



Inside **CRICKET**

MEDIA KIT

2016 - 2017





WHAT IS **INSIDE CRICKET**

Inside Cricket's team of expert writers and past and present cricket legends give you the stories and insights into the game that television can never convey: in-depth profiles of the sport's biggest names, revealing analyses of trends and issues affecting the game, previews of the game's most important clashes, exhilarating recounts of the greatest games of all featuring history's most dominant players, plus expert testing of all the latest gear.

Cricket fans come in all shapes and sizes: Inside Cricket appeals to them all, whether it's the passionate fan, the weekend warrior, the enthusiastic junior player, the volunteer coach, even the umpires.

Now a sister publication to Australia's iconic allsport magazine Inside Sport, Inside Cricket adopts the same award-winning formula – the world's best writers and photographers assembled to take you “inside” the summer game.

WHY **CRICKET**

- **40%** or 7,672,000 Australians 14+ watch cricket on TV.

(Roy Morgan - Jan 2015)

- Big Bash is Top 10 most watched sports leagues.

(9th, average crowd 28,279)

- 1,208,360 participants in Australian cricket programs and competitions.

(Cricket Australia 2015)

- There are 3,995 cricket clubs throughout Australia.

(Cricket Australia 2015)

- 183% increase in female participation in the last 5 years.

(Cricket Australia 2015)



THE FACTS

Publisher nextmedia Pty Ltd

Frequency 3x Monthly Issues

Format 100 Page full colour book

Cover Price \$8.99

Circulation Inside Cricket circulates 25,000 copies nationally via agencies, book stores and retailers.

Readership 100,000+

New Website: In August 2016, Inside Cricket will launch its brand new premium digital environment to house daily news, match previews and player profiles. To sit within the Inside Sport digital network currently with a monthly unique reach of 485,000.

INSIDE CRICKET READER

Age: 18-54

- 93% Male, 7% Female *
- 79% Full Time workers *
- 33% White Collar *
- 31% Professional/Manager *
- 13% Skilled workers *
- 11% semi-skilled workers *

▪ 77% of Inside Cricket readers attend some form of cricket across the year *

▪ 73% of Inside Cricket readers agree they update their kit once every 2 years *

▪ 51% of Inside Cricket readers agree they update their kit every year *

▪ 61% play club cricket during the season

▪ 81% have been a member of a cricket club in the last 5 years

**2015 Inside Cricket readers survey*



RATE CARD

	Casual	2 issues	4 issues
DPS	5,000	4,500	4,000
Full Page	2,800	2,600	2,400
Half Page	1,800	1,600	1,450
Quarter Page	1,200	1,050	950

LOADING

Inside Front Cover - 30%
Outside Back Cover - 25%
Inside Back Cover - 20%
Specific Loading - 15%

DEADLINES

NOVEMBER ISSUE

Booking Deadline - 5 October 2016
Material Deadline - 12 October 2016
On Sale - 3 November 2016

JANUARY ISSUE

Booking Deadline - 16 November 2016
Material Deadline - 23 November 2016
On Sale - 15 December 2016

FEBRUARY ISSUE

Booking Deadline - 13 December 2016
Material Deadline - 20 December 2016
On Sale - 26 January 2017

SPECIFICS

DOUBLE PAGE SPREAD

Bleed 285x430
Type 255x390
Trim 275x420

FULL PAGE

Bleed 285x220
Type 255x180
Trim 275x210

HALF PAGE HORIZONTAL

Bleed 140x220
Type 125x180
Trim 135x210

QUARTER PAGE HORIZONTAL

Bleed 70x215
Type 50x180
Trim 60x210

SPONSOR STRIP (DPS)

Bleed 35x430
Type 15x410
Trim 30x420

CONTACTS

BRAND & ADVERTISING MANAGER

Adam Jackson

T (02) 9901 6109 M 0431 212 504
E ajackson@nextmedia.com.au

NATIONAL SALES MANAGER

Ryan Coombs

T (02) 9901 6379 M 0449 671 738
E rcoombs@nextmedia.com.au



MATERIAL REQUIREMENTS

DIGITAL MATERIAL

All advertising material for nextmedia magazines must be supplied as PDF digital files via the Quickcut or the Websend systems to ensure the quality and integrity of files meets the material specifications of nextmedia.

Please contact Quickcut on:

Sydney (02) 9467 7500

Melbourne (03) 8696 5701

Brisbane (07) 3013 6279

Or visit their website

www.quickcut.com.au

OR

Please contact Websend on:

Melbourne (03) 8689 9000

Toll Free 1300 798 949

Or visit their website

www.websend.com.au

CONSTRUCT AN AD

Need help creating your advertisement?

Then consider contact Digitalads International. It's the cheapest way to go for timely makeup and delivery of material. Digital ads will produce the artwork for your approval before sending directly to us via the Quickcut system.

Digital ads International
Managing Director: Murray Elliot
170 Harris Street, PYRMONT, NSW 2009

www.digitalads.com.au

Alternatively, you may contact your advertising representative to discuss ad creation in-house at nextmedia. This will incur a production charge.

nextmedia Ad Creation

Where advertising is to be created by nextmedia, all supplied material must meet specific guidelines. Please contact the Advertising Traffic Manager (02 9901 6160) for more information.

In particular, these guidelines highlight that supplied material must include all high resolution images, logos and text copy to be used in the advertisement. Any supplied fonts must be Open Type fonts and PC Postscript fonts only.

Applications Supported

Indesign, Photoshop, Illustrator, Word documents, Text documents, PDF documents.

DELIVERY OPTIONS

CD/DVD

Please courier your advertising material to:
Inside Cricket Advertising Traffic Manager,
Building A, Level 6, 207 Pacific Highway,
St Leonards, NSW 2065

Or post to:
Inside Cricket - Advertising Traffic
Manager
Locked Bag 5555, St Leonards, NSW 1590

EMAIL

We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to thoward@nextmedia.com.au
FTP: Please FTP files over 30mb to our ftp server. [ftp.next.com.au](ftp://ftp.next.com.au) Email the traffic manager to obtain login details at thoward@nextmedia.com.au

Contact Us

Inside Cricket Traffic Manager -
Tess Howard Phone: (02) 9901 6160
Fax: (02) 9901 6344
thoward@nextmedia.com.au

Cancellation

The cancellation deadline for advertising is one month prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the Account Manager and/or Sales Director prior to the cancellation deadline. The Publisher reserves the right to repeat the most recent material or material of the Publishers choice. If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.