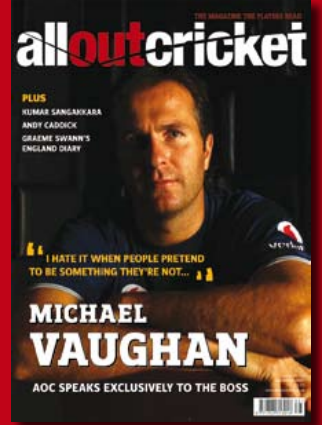
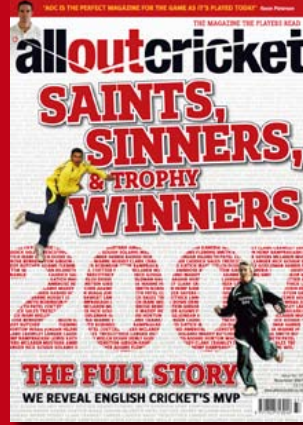


# alloutcricket



## MEDIA INFORMATION

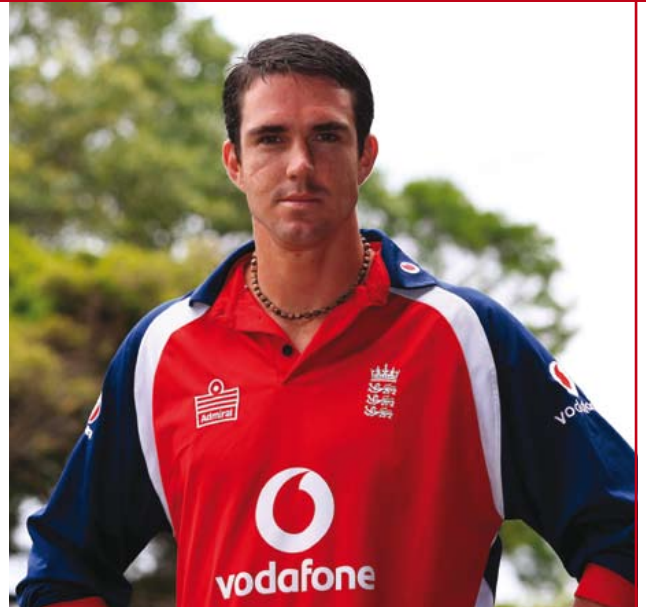
**Frequency:** Monthly  
**Cover price:** £3.75  
**Pagination:** 92pp plus  
**Target:** 16-45, ABC1 men and women  
**Circulation:** 30,000 approx  
**Readership:** 275,000 approx  
**Distribution:** Retail nationwide, England Cricket Supporters Club, subscribers

<b>AOC readers</b>		<b>Age</b>	
<b>Male:</b>	73%	<b>under 21:</b>	14%
<b>ABC1:</b>	83%	<b>21-29:</b>	29%
<b>Household</b>		<b>30-39:</b>	37%
<b>income £40,000+:</b>	45%	<b>40-50:</b>	16%
		<b>50+:</b>	4%

## INTRODUCTION

All Out Cricket magazine (AOC) is a contemporary, lifestyle publication that is closer to the stars of the game than any other cricket title on the market. Recently, exclusive features have included Viv Richards, Andrew Flintoff, Shane Warne, Harbhajan Singh, Ian Botham and many more. AOC's young, lively approach to presenting cricket is imbued with humour and irreverence presenting a markedly less formal style than other cricket and sporting publication.

AOC has unprecedented access to the players - we truly deliver the players' view. What's more, AOC is the official magazine to The England Cricket Supporters Club and the Barmy Army, and regularly attracts advertising from national and international brands such as NatWest, Volkswagen, BSKYB, MBNA Heinz, Betfair, JP Morgan, Cockspur Rum, Martson's, Veuve Cliquot, EA Sports, Vodafone and Slazenger.



“AOC is regularly passed around the dressing room, and I reckon it's a great read for anyone interested in cricket. As the official magazine of the England Cricket Supporters Club, it's a good indication of how the game is going from strength to strength, both on and off the field.

Kevin Pietersen, *England*



# 2008

## ADVERTISING RATES

### DISPLAY

OBC:	£1925
IFC:	£1760
IBC:	£1760
DPS:	£3510
Full page:	£1595 (guaranteed position 15%)
1/2 page:	£910

### PRODUCTION SPECIFICATIONS

#### Full page

Type area:	180 x 267mm
Trim area:	210 x 297mm
Bleed:	216 x 303mm

#### Half page landscape

Type area:	180 x 124mm
Trim Area:	210 x 148.5mm
Bleed:	216 x 151.5mm

#### Half page portrait

Type area:	90 x 267mm
Trim Area:	105 x 297
Bleed:	108 x 303

Artwork to be sent by email

email: [ian@trinorth.co.uk](mailto:ian@trinorth.co.uk)

tel: 020 7820 4194

**Preferred methods:** PDF artwork, 300dpi CMYK with all fonts embedded (eps file, jpg file possible but the above methods preferred).

Inserts, wraparounds, tip-ons etc available on request

**For more information, call 020 7820 4194.**



“  
If you want to know what's going on inside cricket, pick up a copy of AOC.”

Paul Collingwood, *England*

