

# ABC Cricket

## SEASON GUIDE 2024/25

SEASON  
STATS

EDITED  
BY JIM  
MAXWELL



FIXTURE  
LISTINGS

PLAYER  
PROFILES

ABC Cricket  
on sale 24/10

\*Cover coming soon

The 2024-25 **ABC Cricket** magazine is the most important piece of equipment you'll have in your kit bag this summer.

Edited by the Voice of Summer, Jim Maxwell, this vital 132-page guide contains everything you need to know about the enthralling five-Test men's series between Australia and India ahead, as well as a comprehensive preview of the next chapter of the Women's Ashes, also set to be played out on our shores.

This summer's BBL and WBBL seasons are also featured, with profile articles, season schedules and comprehensive statistics prepping you ahead of the first ball of a hot Aussie summer of action.

Supported by **ABC SPORT** on radio and digital platforms, **ABC Cricket** magazine is the ultimate companion to the huge summer of cricket ahead.

## ABC CRICKET PROMOTIONAL SUPPORT

Facebook



**547,000**  
followers

Twitter



**173.5K**  
followers

Insta



**100.7K**  
followers

Newsletter



**Weekly**  
EDM

Website



**32K UVPD**  
Unique daily  
views

### FAST FACTS

**ABC SPORT Radio Reach - 1020K+**

**Demographic**

- **55% Male** ■ Age 30-64: **28%**
- Age 50-59: **11%** ■ Age over 55: **53%**

*\*source GfK Local Radio S4, 2024 people 10+ Sat & Sun 5:30am-12 Mdn*

### ADVERTISING SPECS

**DOUBLE PAGE SPREAD**

**Bleed** 220 x 307

**Type** 190 x 277

**Trim** 210 x 297

**FULL PAGE**

**Bleed** 220 x 158

**Type** 190 x 128

**Trim** 210 x 148

*\*Sizes in millimetres, height x width*

### RATE CARD

■ Full Page - **\$1,750**

■ DPS - **\$3,250**

■ Premium Positions Outside Back and Inside Front also available.

### ADVERTISING SCHEDULE

■ **DEADLINES:**

**Ad Booking:** 25 September

**Ad Material:** 2 October

**On sale:** 24 October

ABC  
**Cricket**

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