

NEW ENGLAND HOCKEY JOURNAL

THE TV SHOW

SEVENTH SEASON



Emmy
nominated!



2019-20 MEDIA KIT





Tune in to New England Hockey Journal TV on NESN

NESN reaches more than 4 million homes across New England and is recognized as the region's leader in hockey television programming. In addition to being the flagship station of the Boston Bruins, NESN is home to Hockey East and the Beanpot tournament, the greatest college hockey showcase in the country.

New England Hockey Journal shows will air a minimum of four times per month and be slotted around Boston Bruins and college hockey programming.

NESN National reaches 4.8 million homes nationwide.



New England Hockey Journal airs October through April (7 original episodes) on NESN and NESN National, typically before or after other prime NESN hockey content, including Bruins and men's Div. 1 college hockey.

NEHJ TV's dynamic host: Joel Idelson

Joel Idelson has built his career as a "Mad Man"... working with some of the world's most progressive brands, fashion icons, sports and entertainment personalities, tech entrepreneurs and food/restaurant legends.

Idelson founded the Branded Entertainment division at Allen & Gerritsen by creating, producing and hosting his industry recognized web series "#afewgoodminutes," with guests such as entertainment legend Russell Simmons, performer Donnie Wahlberg and fashion icon Joe Zee.

Idelson signed a deal with CBS to distribute the series.

When he is not working in Boston, New York and Los Angeles, Idelson spends time with his wife and three sons in his hometown of Framingham, Mass., playing and coaching ice hockey, golfing, cooking, writing, advising and investing in tech startups.

"I am thrilled to host New England Hockey Journal on NESN and honored to represent such a coveted brand," Idelson said. "I grew up playing hockey in the Boston area and have been coaching my three sons throughout their hockey careers. We have always looked forward to picking up New England Hockey Journal every time we enter a rink to learn about the latest hockey news in the region."

"We have an amazing opportunity to expand our TV series to other regional markets and make sure that New England Hockey Journal sets the tone for hockey content around the country."



Partnering with Moody Street TV

Seamans Media and the New England Hockey Journal brand have teamed up with Moody Street TV, one of the foremost ice hockey video production companies in North America, for the 2019-20 season of New England Hockey Journal, the TV Show.

Moody Street TV is an award-winning branded entertainment and distribution company. Moody Street TV specializes in commercial and corporate video production, new media, packaged television programming and documentaries. Moody Street TV offers development services, end-to-end production and distribution consulting that enables clients to realize their media and entertainment visions.

Producer of the Emmy Award-winning "Behind the B" series, Moody Street TV's content has aired on NESN, ESPN, ESPN2, The Style Network, The NHL Network, NBC Universal, NECN, Eleven Sports Network, Comcast SportsNet New England and Mid-Atlantic, Bravo and the History Channel, to name a few.





NEHJ TV serves up insider tips to elevate your game

Hockey Gear



Get the lowdown on the latest hockey gear, including reviews and fitting tips, from industry and retail experts.

On-Ice Skills



In our On-Ice Skills segment, experts — including players and coaches — demonstrate on-ice skills to help improve your game.

Off-Ice Training



In our Off-Ice segment, we visit local training centers where athletes at the professional, college and prep levels train, and experts demonstrate specific exercises for hockey players.



NESN New England TV coverage map

NESN National: 4.8 million homes

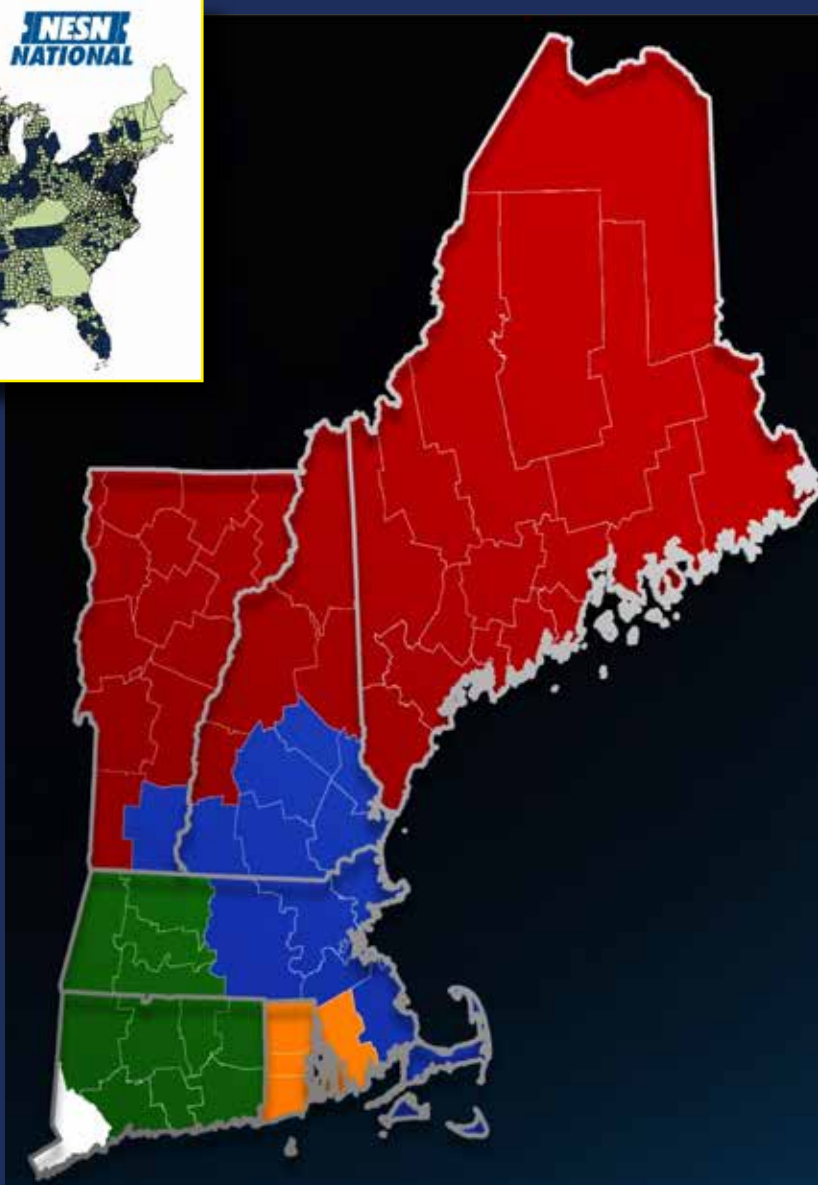
**NESN
NATIONAL**



✦ NESN reaches more than 4 million homes in seven New England media markets, including fans in Boston, Providence, Hartford, Portland and Burlington. NESN National reaches 4.8 million homes nationwide.

✦ Last season, New England Hockey Journal delivered record ratings with an average of 36,000 hockey households throughout New England tuning in. Our Jack Eichel episode has received more than 75,000 YouTube views. NEHJ shows have seen over a million views combined on YouTube.

✦ New England Hockey Journal airs October through April (7 original episodes) on NESN and NESN National. The show also is available on Roku, Hulu and On Demand.



BOSTON

Boston 1,941,214

PROVIDENCE

Providence 469,729

WESTERN NEW ENGLAND

Hartford-New Haven 781,307

Springfield 196,395

Albany 53,704

1,031,406

NORTHERN NEW ENGLAND

Portland 290,223

Bangor 97,238

Presque Isle 21,327

Burlington 186,619

598,407

NESN Total 4,037,755

✦ NESN's total reach (NESN New England plus NESN National viewership) is almost **9 million**.

NEW ENGLAND HOCKEY JOURNAL

THE TV SHOW

WATCH ALL THE EPISODES HERE

Season 6, Episode 3
BC High



FOR ADVERTISING OPPORTUNITIES, CALL 617-773-9955
OR EMAIL ADVERTISING@HOCKEYJOURNAL.COM



Season 6, Episode 6: NEPSAC Championships



Season 6, Episode 5: Division I College Prospects

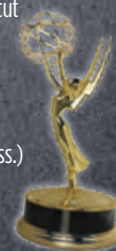


Season 6, Episode 4: Hingham High School

- ▶ Season 6, Episode 2: RB Hockey
- ▶ Season 6, Episode 1: Bentley University
- ▶ Season 5, Episode 7: NEPSAC Championships
- ▶ Season 5, Episode 6: UMass Boston
- ▶ Season 5, Episode 5: Arlington High
- ▶ Season 5, Episode 4: Endicott College
- ▶ Season 5, Episode 3: Worcester Railers

EARLIER EPISODES OF NEHJ TV

- ▶ Season 5, Episode 2: Northeastern Huskies
- ▶ Season 5, Episode 1: Kevin Hayes
- ▶ Season 4, Episode 7: Offseason Training
- ▶ Season 4, Episode 6: St. Mark's School
- ▶ Season 4, Episode 5: Belmont High School
- ▶ Season 4, Episode 4: The tradition of St. Seb's
- ▶ Season 4, Episode 3: Noah Hanifin's rise to stardom
- ▶ Season 4, Episode 2: Northeast Generals behind the scenes
- ▶ Season 4, Episode 1: A day in the life of Jack Eichel
- ▶ Season 3, Episode 7: Hockey East tournament
- ▶ Season 3, Episode 6: Cushing Academy
- ▶ Season 3, Episode 5: Black Ice Pond Hockey
- ▶ Season 3, Episode 4: Harvard University
- ▶ Season 3, Episode 3: USPHL
- ▶ Season 3, Episode 2: Providence College
- ▶ Season 3, Episode 1: Pre-Prep Showcase
- ▶ Season 2, Episode 7: Merrimack College
- ▶ Season 2, Episode 6: Malden Catholic (Mass.)
- ▶ Season 2, Episode 5: Avon Old Farms
- ▶ Season 2, Episode 4: Middlebury College
- ▶ Season 2, Episode 3: University of Connecticut
- ▶ Season 2, Episode 2: Boston Junior Bruins
- ▶ Season 2, Episode 1: Ryan Donato
- ▶ Season 1, Episode 4: Catholic Memorial (Mass.)
- ▶ Season 1, Episode 3: Thayer Academy
- ▶ Season 1, Episode 2: Williams College
- ▶ Season 1, Episode 1: Merrimack College



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WATCH ALL THE EPISODES HERE



Advertising and sponsorship opportunities

TV show advertising opportunities

We offer traditional commercials on a per-episode basis in the following time segments (we can customize your commercial for an additional fee):

- | | | |
|------------------|------------------|------------------|
| • 60-second spot | • 30-second spot | • 15-second spot |
|------------------|------------------|------------------|

Episode and segment sponsorships

In addition to traditional commercials, please ask us about additional sponsorship opportunities for your brand, including episode and segment sponsorship to connect your brand to specific content and make an even greater impact on your potential customers.

- | | | |
|-----------------------|-----------------------|----------------------|
| • Episode sponsorship | • Segment sponsorship | • Presenting sponsor |
|-----------------------|-----------------------|----------------------|

Advertising format and delivery

All commercials should be emailed to Steve@moodystreet.tv with a direct download link to a high-quality HD video file.

Advertising policy

All advertising submitted is subject to approval of Seamans Media, Inc., which reserves the right to refuse any advertising content that does not meet our standards of acceptance.

SHOW BREAKDOWN

Segment 1	8:08
Commercial Break 1	2:30
Segment 2	5:37
Commercial Break 2	3:00
Segment 3	4:53
Commercial Break 3	2:30
Segment 4	3:21

Contact us

Seamans Media, Inc., works closely with all of our advertising partners, some of whom have supported our brand for close to two decades.

Call us today so we can help you create a marketing campaign within your budget to reach one of the largest hockey markets in North America.

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