

DIGITAL | PRINT

MEDIA KIT 2020



Dave Arnold Photography

NEW ENGLAND LACROSSE JOURNAL

LAXJOURNAL.COM



Dan Leahy/New England Lacrosse Journal

OUR MISSION

To inspire and inform amateur athletes and their supporters by sharing compelling stories and insightful advice to help further their development throughout their careers.

WHO WE ARE

Since 2008, New England Lacrosse Journal has delivered the region's most compelling and interesting lacrosse content to one of the world's most knowledgeable, dedicated, passionate audiences of lacrosse players, parents, coaches, fans and decision-makers.

New England is one of the largest markets in the world in terms of player participation and consumer spending on lacrosse-related products and services, and New England Lacrosse

Journal has it covered like no other brand.

With a team of best-in-class writers and photographers, New England Lacrosse Journal — including our subscription-based website and our print/digital magazine — has become the must-read source for compelling lacrosse coverage, from recruiting and prep schools to men's and women's college teams of every division to our region's professional players and teams.



Tom Hordak/New England Lacrosse Journal

OUR COMMUNITY

Demographics

New England Lacrosse Journal is aimed directly at the key audience lacrosse brands want to reach: lacrosse consumers. Our content and platforms are geared to a target audience of players and parents, plus coaches and major decision-makers at all levels.

HOUSEHOLD INCOME: More than a quarter of readers have an annual household income of \$250K or more, and two-thirds of readers have an annual household income of \$100K or more.

SPENDING HABITS: 45 percent of readers spend \$5,000 or more on lacrosse annually; and nearly 60 percent of readers spend \$2,500 or more

EDUCATION: More than 90 percent of our readers have a bachelor's degree or higher

(All data based on third-party reader survey)

Readership habits

- 90% of readers rate the print edition as excellent or good
- 86% of readers rate the digital edition as excellent or good
- 70% of readers access our content on a mobile device
- More than 60% of readers are more likely to make a purchase from an advertiser
- 100% of readers would recommend NELJ to a friend

Social media community

Our engaging presence on Twitter and Facebook shares and extends our content to thousands of followers and fans.



@NELaxJournal



/LaxJournal

LAXJOURNAL.COM



OUR WEBSITE

LAXJOURNAL.COM

Our enhanced digital experience

THE SITE: Relaunched in 2019, the NELJ website offers an improved, mobile-friendly platform for players, parents, coaches and fans to follow every level of lacrosse in New England.

THE CONTENT: Our website now offers near-daily content on every aspect of lacrosse in the region, with an emphasis on recruiting, prep schools, colleges and more. The site also includes our popular directories of lacrosse camps, lacrosse tryouts and lacrosse tournaments, as well as the digital edition of every issue of the print magazine.

THE SUBSCRIPTION PLANS: The NELJ website now includes a subscriber-based paywall, meaning the majority of our content is available exclusively to our most valued readers and ensuring that we're able to continue creating the very best lacrosse content we can provide.

THE AUDIENCE: The reader response to our website has been overwhelming, attracting subscribers from all over the country, including some of the nation's top college and prep school coaches, recruiters and executives. Our affluent audience also generally has high incomes with average home values in excess of \$1.5 million. More than 50 percent of our audience is between the ages of 35 and 54.

THE TRAFFIC: In just a short time, site traffic has been impressive. Here's a look at readership totals and device preference:

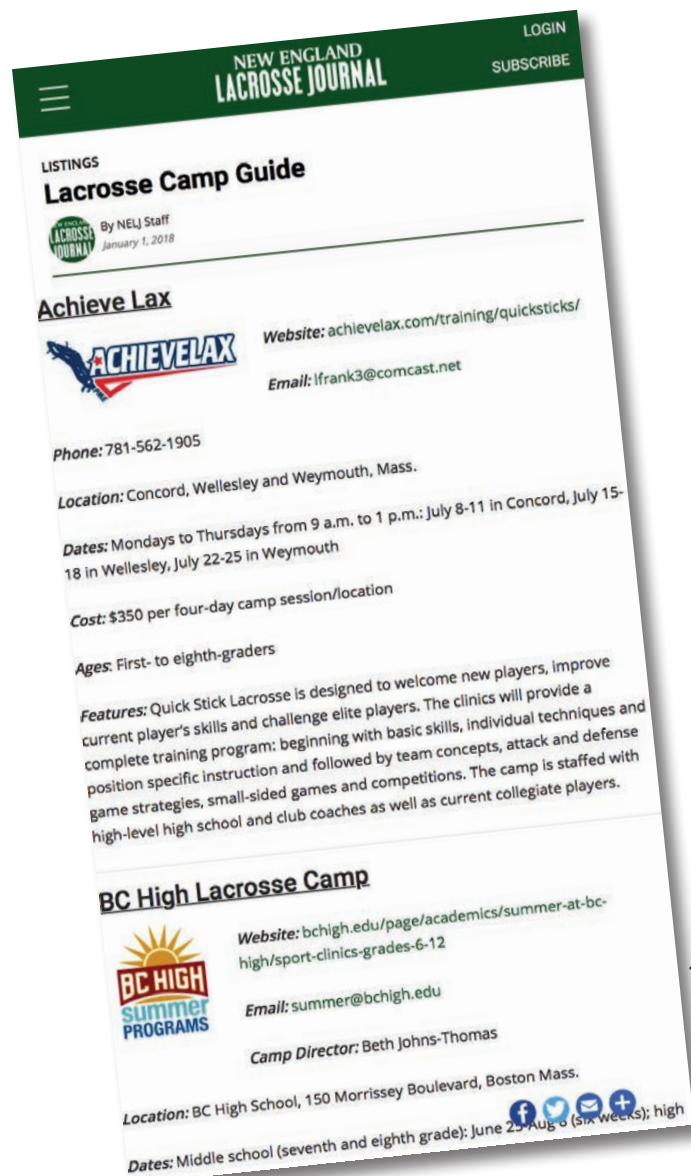
Monthly readership	Total	Device	Reader %
Pageviews	67K	Mobile	70%
Unique visitors	30K	Desktop	22%
		Tablet	8%

DIGITAL ADVERTISING

We offer a variety of digital advertising opportunities to reach our highly targeted and engaged lacrosse audience on laxjournal.com. Our responsive site is fully optimized to display advertising on mobile devices, as well as tablets and desktop/laptops. Digital display ads can be anchored to the homepage or specific sections and positions.

Digital advertising rates

Digital ad rates are quoted upon request and are based on the position, number of months or weeks and the share of audience advertisers wish to reach. One example: A top homepage position exposed to 100 percent of site visitors for one month — on mobile and desktop/tablet — would cost approximately \$2,500.



DESKTOP/TABLET AD

728 x 90 pixels



MOBILE AD

300 x 250 pixels

AD SUBMISSION GUIDELINES

- Advertisers must provide both ad sizes to ensure proper display on mobile and tablet/desktop.
- Provide ad as JPG file, min. 72 dpi.
- Submit ads by email to: ads@laxjournal.com

Digital directory listings

Advertise your lacrosse camp, tryout or tournament in our specialized digital directories, which are open and free even to non-subscribers to ensure maximum exposure.

Directory	Cost
Lacrosse camps	\$599 annually
Lacrosse tryouts	\$599 annually
Lacrosse tournaments	\$599 annually

OUR NEWSLETTER

Our free email newsletter — NELJ Insider — is deployed multiple times a week to our list of more than 13,500 email subscribers, offering advertisers even more opportunities to reach our devoted audience. Newsletter ads appear between promos for the best and latest content posted on laxjournal.com and allow advertisers to drive traffic directly to their own websites.

Newsletter advertising

The NELJ Insider newsletter includes limited advertising inventory — up to four spots per email. All newsletter ads include a live link to the advertisers' webpage of choice.

Advertising rates

Newsletter ad rates are quoted upon request and are based on frequency and positioning. One example: A normal newsletter ad for one month — including a minimum of four email deployments — would cost \$899.

Presenting sponsorship

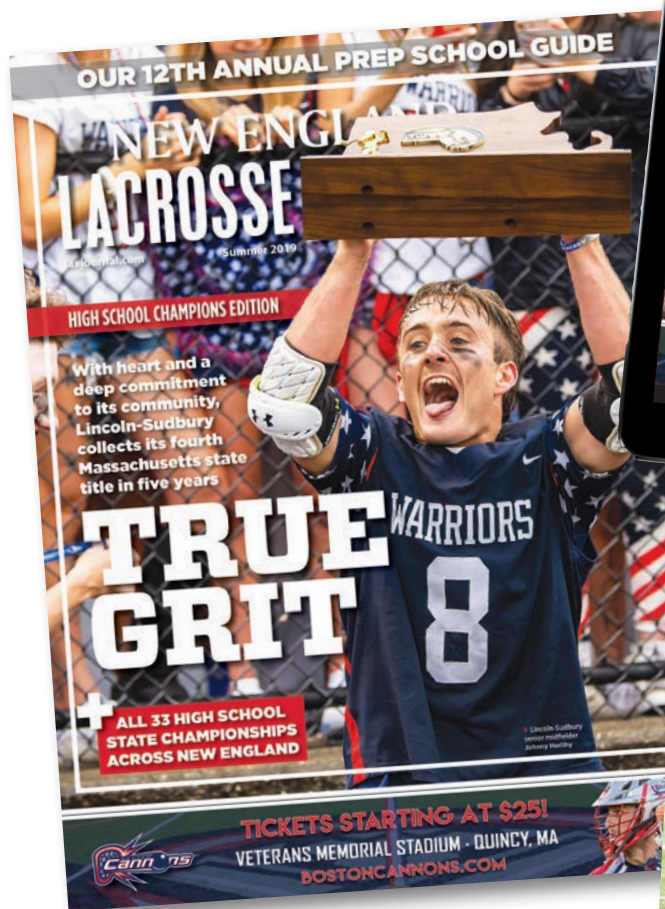
Ask us about exclusive opportunities to sponsor the NELJ Insider newsletter, which includes special branding ("Presented by" and your logo at the top of the newsletter), as well as the 800 x 200 newsletter ad. We also offer sponsored content opportunities upon request.

NEWSLETTER AD

800 x 200 pixels



NEW ENGLAND LACROSSE JOURNAL



OUR MAGAZINE PRINT AND DIGITAL EDITIONS

The premier lacrosse publication

PRINT FORMAT: Full-color, tabloid-sized (11 inches wide x 14 inches high) magazine with glossy wrap.

PRINT DISTRIBUTION: In addition to home delivery to our paid subscribers, thousands of complimentary copies are distributed to lacrosse retailers and training facilities throughout New England. Through our emerging partnership program with leagues and organizations, the magazine also is distributed to thousands of active lacrosse players and their families throughout the region.

DIGITAL FORMAT: Responsive digital edition on the NELJ website with links to custom URLs on all advertisements.

DIGITAL DISTRIBUTION: The digital edition is available free to all website visitors, and every new issue is emailed to more than 13,500 digital subscribers.

Display advertising rates

Size	Open	2x	3-4x	5-6x
Full Page	\$2,400	\$2,250	\$2,000	\$1,875
Half Page	\$1,500	\$1,375	\$1,250	\$1,125
Quarter Page	\$1,125	\$1,000	\$875	\$750
Eighth Page	\$685	\$625	\$565	\$400

All print ads are included in the digital edition with ad link.

Glossy ads	Price	Glossy ads	Price
Front cover strip	\$2,200	Inside front cover	\$3,000
Back cover	\$3,000	Inside back cover	\$2,500

Inquire about two-page spread rates.

EDITORIAL CALENDAR

NEW ENGLAND
LACROSSE JOURNAL

OUR MAGAZINE CONTENT covers every level of lacrosse in New England with inspirational and informational stories and with a special emphasis on recruiting, prep school and college lacrosse. Our theme issues, annual guides and buyer's guides always are particularly successful with readers and advertisers alike.

ISSUE	EDITORIAL HIGHLIGHTS	AD CLOSE	MATERIALS DUE	BUYER'S GUIDES & SPECIAL ISSUES	INFO DUE
January-February 2020	DIVISION 1 COLLEGE SEASON PREVIEW , including men's and women's team-by-team preview capsules // PLUS: New England Black Wolves, LaxTown	Jan. 2, 2020	Jan. 9, 2020	Sticks and Heads Buyer's Guide	Jan. 2, 2020
March 2020	PREP SCHOOL SEASON PREVIEW , including boys and girls preseason top 10 and players to watch // PLUS: Div. 2 men's and women's season previews, Div. 3 men's and women's season previews, Div. 1 men, Div. 1 women, New England Black Wolves, LaxTown	Feb. 15, 2020	Feb. 20, 2020	Helmets and Goggles Buyer's Guide	Feb. 15, 2020
April 2020	HIGH SCHOOL SEASON PREVIEW , including state-by-state capsules with boys and girls players to watch and preseason top teams // PLUS: Summer Lacrosse Camp Guide, Prep Schools, Div. 1 men, Div. 1 women, Div. 3, Boston Cannons, New England Black Wolves, LaxTown	March 15, 2020	March 20, 2020	13th annual Summer Lacrosse Camp Guide	March 15, 2020
May-June 2020	COLLEGE STRETCH RUN , including Div. 1 men, Div. 1 women, Div. 2 and Div. 3 // PLUS: Prep Schools, High Schools, Boston Cannons season preview, New England Black Wolves, LaxTown	April 15, 2020	April 20, 2020	Summer Showcases	April 15, 2020
Summer 2020	THE CHAMPIONS EDITION , including NCAA championships for Division 1, Division 2 and Division 3; prep schools and state-by-state roundups of every high schools champion // PLUS: 13th annual Prep School Guide, NELJ College and Prep Players of the Year, Boston Cannons, LaxTown	July 1, 2020	July 10, 2020	13th annual Prep School Guide and Training Aids Buyer's Guide	July 1, 2020
Fall 2020	ANNUAL RECRUITING ISSUE , including feature stories and commitment lists // PLUS: Boston Cannons, LaxTown	Oct. 1, 2020	Oct. 10, 2020	Holiday Gift Guide and Winter Tournament Guide	Oct. 1, 2020

EVERY ISSUE ALSO INCLUDES State of the Game by Chuck Jaffe, Get Reps by Malcolm Chase, Train Like a Champ by Joe Caligiuri, Mental Edge by Landon DuMar, Lacrosse Nutrition by Sarah Gilbert, Around the Region and Hangin' Out With ...

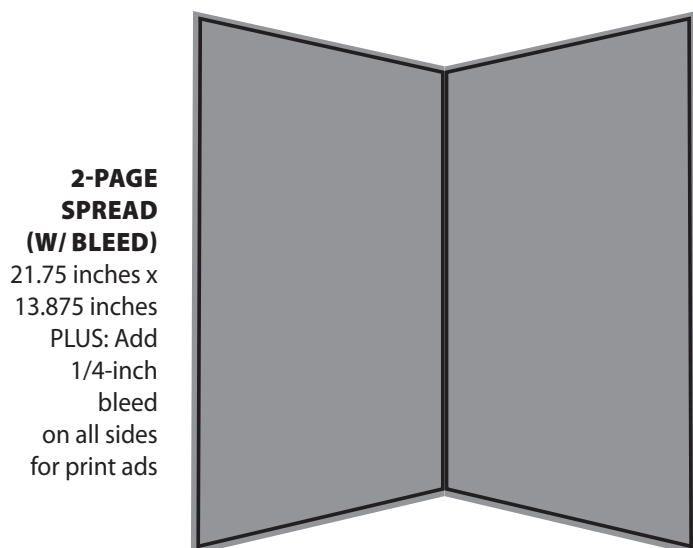
NOTE: Editorial schedule subject to change.



PRINT AD SPECS

NEW ENGLAND
LACROSSE JOURNAL

We offer an array of compelling ad spaces to effectively deliver your message — from expansive two-page spreads and full-page canvasses to smaller opportunities to fit any budget.



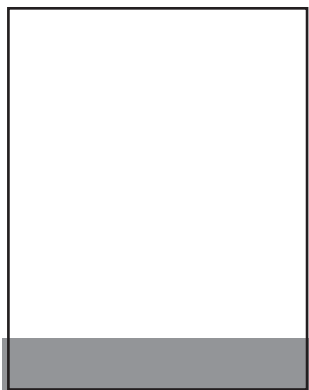
2-PAGE SPREAD (W/ BLEED)

21.75 inches x
13.875 inches
PLUS: Add
1/4-inch
bleed
on all sides
for print ads



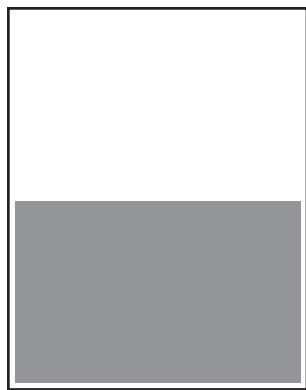
FULL-PAGE (W/ BLEED)

10.875 inches x
13.875 inches
PLUS: Add
1/4-inch bleed
on all sides
for print ads



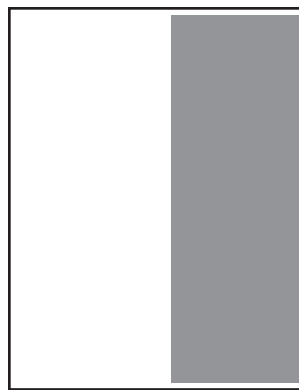
COVER STRIP (W/ BLEED)

10.875 inches x 1.5 inches
PLUS: Add 1/4-inch bleed
on sides and bottom



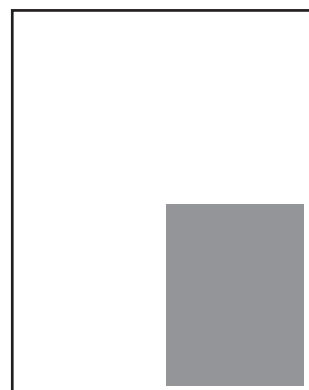
HALF-PAGE HORIZONTAL

9.875 inches x 6.25 inches



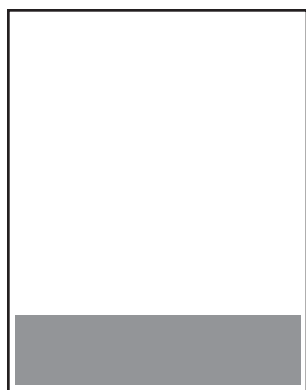
HALF-PAGE VERTICAL (SKYSCRAPER)

4.875 inches x 12.875 inches



QUARTER-PAGE VERTICAL

4.875 inches x 6.25 inches



QUARTER-PAGE HORIZONTAL

9.875 inches x 3 inches



EIGHTH-PAGE HORIZONTAL

4.875 inches x 3 inches

AD SUBMISSION GUIDELINES

- Ads are due on the 15th of the month prior to publication date.
- Bleed margin: Add .25" to all outside edges for full-page, spread and cover strip ads.
- Keep all text and graphics 0.25" from outside edges.
- Do not include crop marks.
- Provide ad as a PDF or JPG file, 300 dpi.

Submit ads
by email to:
ads@laxjournal.com

ULTIMATE TEAM EXPERIENCE

■ Disney offers ideal environment for preseason training, bonding

It's become a treasured tradition in professional sports. As players celebrate their championship victory with teammates and family, as coaches savor the moment, as the MVP of the game turns to the TV camera and exclaims, "I'm going to Disney World!"

It's an exciting moment, but today's high school lacrosse players don't need to be named MVP of anything in order to go to Walt Disney World. They can get that combined with competitive lacrosse training at Disney Spring Training.

"They come here to practice," said Megan Sharpe, the marketing strategy manager for ESPN Wide World of Sports Complex. "They come here to train and build camaraderie. There's something about traveling with your teammates and the road and sharing a hotel with them that builds chemistry. For some of them, it's their first time leaving their home state or visiting Walt Disney World. They get to experience these firsts with peers they'll be going to school with for the next several years. It's an experience that can't be replicated."

Preseason for lacrosse teams in New England can be challenging due to the snow and extreme cold. Getting a head start on the competition in Florida can be a difference maker for many teams. And adding a trip to the "Most Magical Place on Earth" is king on the cake.

Disney Spring Training began offering lacrosse as an option in 2004 due to a sharp increase in demand for the sport. Stays extend from the end of February until the end of April. Teams practice and play games or scrimmages at ESPN Wide World of Sports Complex, and all of the logistics are taken care of by Disney.

Disney managers and staff work with the visiting coaches to set up their schedules, transportation, resort stays and theme park visits.

"We try to put forth our Disney excellence and customer service in everything we do," said Matthew Hanson, sports sales manager with ESPN Wide World of Sports Complex. "From



■ Disney Spring Training offers lacrosse teams a chance to practice, play games, bond and enjoy the theme parks.



picking up the teams at the airport to taking them to their resort and practices and games at ESPN Wide World of Sports Complex, we try to make everything as seamless as possible. They're making one phone call to Disney to take care of a lot of their legwork."

Disney Spring Training accommodates all types of teams. Whether it's an experienced team expecting to contend for a state championship or a young team looking forward to a rebuilding season, there are options for everyone. When registering, coaches

will submit information regarding the school size, their previous year's record and what their expectations are for the upcoming season so teams can be matched up appropriately.

Coaches also can determine what type of games their teams need. Programs can play official games that count toward their record, unofficial games or scrimmages run by the coaches.

"We want to make sure the trip is a success for them," Hanson said. "We want to make sure they enjoy it and

that they get out of the trip what they wanted to accomplish. They're not just coming here for the theme parks. We want to hear that these teams went on to win their regional championships, that they went to the playoffs, because of their extra time on the field together. I've heard from coaches who directly attribute their team's success with their trip here, in addition to it being a fun trip for everyone."

While Disney Spring Training currently is set up only for teams and not individuals, there are plenty of incentives included for the teams, including good and agile training sessions, as well as other amenities.

"We have a fully functional ESPN broadcasting center," Sharpe said. "We have a gamemaster photography team that can provide team photo and video during their time here, and it's all offered on site. Teams also can schedule full meals. These add-on experiences are available so teams can spend their time focusing on the field."

When they're not focusing on the field, Walt Disney World theme parks help create magical memories for teams. Disney Spring Training packages for players and coaches include a minimum three-day "Magic Your Way" base ticket, entitling participants admission to one of the theme parks — Magic Kingdom® Park, Epcot®, Disney's Hollywood Studios® and Disney's Animal Kingdom® Theme Park — with ticket upgrades available for each day.

In addition to offering competitive lacrosse, easy planning, admission to incredible theme parks, and additional incentives and upgrades, Disney Spring Training has been hosting lacrosse teams for quite some time. It's why some teams keep coming back.

"Because we've been doing it for so long, it's become a multi-generational thing," Hanson said. "I'm hearing from coaches now that say, 'I came here as a player in high school, I came in college and now I'm a coach and I want to bring my team.' It's pretty cool to see players from 15 years ago who now are coaches and bringing their own teams to experience Disney Spring Training."

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TEAMS MADE HERE.



Disney Spring Training

LACROSSE · BASEBALL · SOFTBALL · TRACK & FIELD · TENNIS · GOLF · SOCCER · RUGBY · ULTIMATE FRISBEE

FEBRUARY 24 – APRIL 27, 2019

Take your boys or girls lacrosse team to new heights and create lasting memories when you begin your 2019 season training where the pros do in the middle of Walt Disney World® Resort.

ESPN WIDE WORLD OF SPORTS COMPLEX
WALT DISNEY WORLD® Resort

Register your team today! DisneySpringTraining.com 407-938-3800 [f](#) [t](#) [in](#) ESPNWVOS

BRANDED EDITORIAL SPONSORSHIP

Promote your company or organization

Seamans Media will write, edit and design an 800- to 1,000-word branded editorial experience presented as sponsored content about your company or organization, which will appear in our print and digital editions

Sponsorship includes:

- ▶ Story on what your company or organization offers written by Seamans Media
- ▶ Editing and design by Seamans Media
- ▶ Full-page advertisement appears opposite page of content, creating a two-page spread
- ▶ Social media push to communities where your customers live
- ▶ Story and advertising assets provided to you to use in perpetuity

Total investment

▶ \$3,500 net



Tom Horak/New England Lacrosse Journal

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