

# NEW ENGLAND SKI JOURNAL

TV SHOW



Emmy  
nominated!



## 2019-20 MEDIA KIT





## Tune in to New England Ski Journal TV on NESN

**S**KI ENTHUSIASTS throughout New England have turned the New England Ski Journal TV show into a major hit.

The New England Ski Journal TV show debuted in December 2014 to amazing response and impressive ratings. Nearly 40,000 ski enthusiasts tuned in to the premiere episode of NESJ TV on Comcast SportsNet New England, and ratings held strong the entire first season. The 2015-16 season and 2016-17 seasons were similarly successful.

This season, New England Ski Journal TV show also will air on NESN, reaching more than 4 million homes across New England, NESN is recognized as the region's leader in sports television programming. New England Ski Journal shows will air a minimum of four times per month, more than 40 showings for the season, and be slotted around other prominent sports programming. NESN National reaches 4.8 million homes nationwide. New this season, the New England Ski Journal TV show teams with Moody Street TV, one of premier sports filmmaking companies in North America, to offer viewers an unrivaled take on the ski resort scene.

NESJ TV on Comcast SportsNet New England beat or equaled many local affiliates and several national cable networks in the key demographics of men 18-49 and men 25-54 in the Boston/Manchester market. Among the programming that NESJ topped or tied: college basketball on both ESPN and ESPN2, the NBA on ESPN, "NCIS" on CBS/WBZ (Boston), "Marvel's Agents of S.H.I.E.L.D."

on ABC/WMUR (N.H.), "Disney Prep & Landing 2: Naughty vs. Nice" on ABC/WMUR (N.H.), "New Girl" on WFXT/Fox (Boston), "Victoria's Secret Fashion Show" on WLVI/CW (Boston), NECN news at 9, "Law and Order: Criminal Intent" on WSBK/myTV (Boston), "Law and Order: SVU" on WBIN (N.H.), "Modern Family" on USA and "Inkmaster" on Spike TV.

In addition to spotlighting prominent resorts across the high country, each episode also includes a Ski Shop segment, highlighting the newest ski equipment. Inquire with us for PRESENTING SPONSOR opportunities for this popular segment.



Emmy-nominated New England Ski Journal airs December through March (7 original episodes) on NESN and NESN National, typically before or after other prime NESN sports content, with a total seasonal showing of more than 40 shows.



**Emmy  
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### Partnering with Moody Street TV

Seamans Media and the New England Ski Journal brand have teamed up with Moody Street TV, one of the foremost sports video production companies in North America, for the 2019-20 season of New England Ski 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's" series as well as New England Hockey Journal TV show, 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.







## Twenty-three years of delivering premium snowsports content

**W**e are skiing. Skiers and riders love us. New England Ski Journal media properties deliver the most compelling, laser-focused content to a target audience of participants and skiing enthusiasts and consumers. New England Ski Journal delivers the most effective and efficient advertising platforms aimed directly at the key audience that ski resorts, companies and lodging properties want to reach. Our content and platforms are geared to a target audience of skiers, riders and ski enthusiasts.



### About New England Ski Journal

Now in its 23rd year of circulation, New England Ski Journal was launched in 1996 and has become the finest ski and ride publication in the country.

The magazine — in both print and digital editions — is the must-read source for the latest news and most interesting features from across the six-state region — one of the largest markets in the world in terms of ski and ride participation and consumer spending on ski-related products and services.

A staff of award-winning writers — including Pulitzer winners, Boston Globe columnists and regional literary standouts — helps us bring the New England local country to life. New England Ski Journal reaches the coveted 25-54 age demographic by covering every aspect of skiing and riding in New England, including resort profiles, lodging insight, tips, gear and commentary.

### Digital and social: skijournal.com

New England Ski Journal TV is part of the brand's dynamic content across platforms, with the New England Ski Journal print magazine complemented by the digital edition as well as original content generated on skijournal.com, which launched in spring 2019 and has seen strong traffic growth. During the winter season, skijournal.com will offer compelling ski lifestyle content each week.

New England Ski Journal TV shows will be available on skijournal.com as well as in our weekly New England Ski Journal newsletter, which has more than 7,000 subscribers. Social media channels, including Twitter and Facebook, also will promote the TV episodes. Our digital platform is optimized for desktop, tablet and mobile, and our TV shows are viewable on skijournal.com for our loyal readers after they air on NESN. Also, all partners will receive copies of their New England Ski Journal TV episodes for their own marketing and promotional campaigns.



## Position your brand in the N.E. Ski Journal TV spotlight

**E**ach episode of New England Ski Journal TV will shine the spotlight on our region's snow country gems. Resorts and brands across the region have this unique opportunity to showcase their splendor to our NESN audience.

In Season 4, New England Ski Journal TV explores the ins and outs of two resorts each episode — everything from skiable terrain to accommodations, restaurants and nightlife. The kickoff episode features the annual Boston ski show.

Let us put your resort/brand on the radar of passionate skiers and riders from our region and beyond.



### Ski Shop

**Contact us for NESJ TV show PRESENTING SPONSOR opportunities**

In tandem with our popular magazine section under the same name, New England Ski Journal TV's Ski Shop segment will highlight key equipment categories such as skis, boots, helmets, goggles and apparel. Get insider insight with gear experts.



## Tune in all winter long

### N.E. Ski Journal TV sample episode segments

In Season 4, New England Ski Journal TV explores the ins and outs of two resorts each episode — everything from skiable terrain to accommodations, restaurants and nightlife.

#### Segment 1

*Show introduction, with voiceover and graphics (approximately 1m)*

- ▶ Resort No. 1 overview: Where are we and why are we here? (approx. 3m)
- ▶ Resort No. 1 skiable terrain: What must you ski here? (approx. 3m)
- ▶ Resort No. 1 après ski: Top three choices for that post-powder cocktail (approx. 1m)

*Commercial Break*

#### Segment 2

- ▶ Gear Segment (approx. 2m)
- ▶ Resort No. 1 lodging options (approx. 90 seconds)
- ▶ Resort No. 1 dining options (approx. 90 seconds)

*Transition to Resort No. 2*

- ▶ Resort No. 2 overview: Where are we and why are we here? (approx. 3m)

*Commercial Break*

#### Segment 3

- ▶ Resort No. 2 skiable terrain: What must you ski here? (approx. 3m)
- ▶ Resort No. 2 après ski: Top three choices for that post-powder cocktail (approx. 1m)
- ▶ Resort No. 2 lodging options (approx. 90 seconds)
- ▶ Resort No. 2 dining options (approx. 90 seconds)

*Flex time, end credits (approx. 1-2 minutes)*

### WHAT ADVERTISERS ARE SAYING:

**'Our relationship with New England Ski Journal has gone incredibly well over the years. We have seen tremendous return on investment on positioning our stores and brand on the New England Ski Journal TV show, and we have engaged a whole new group of customers.'**

— Teddy Schiavoni, owner,  
Summit Ski & Snowboard

**SUMMIT**  
**SKI & SNOWBOARD**





## NESN New England TV coverage map

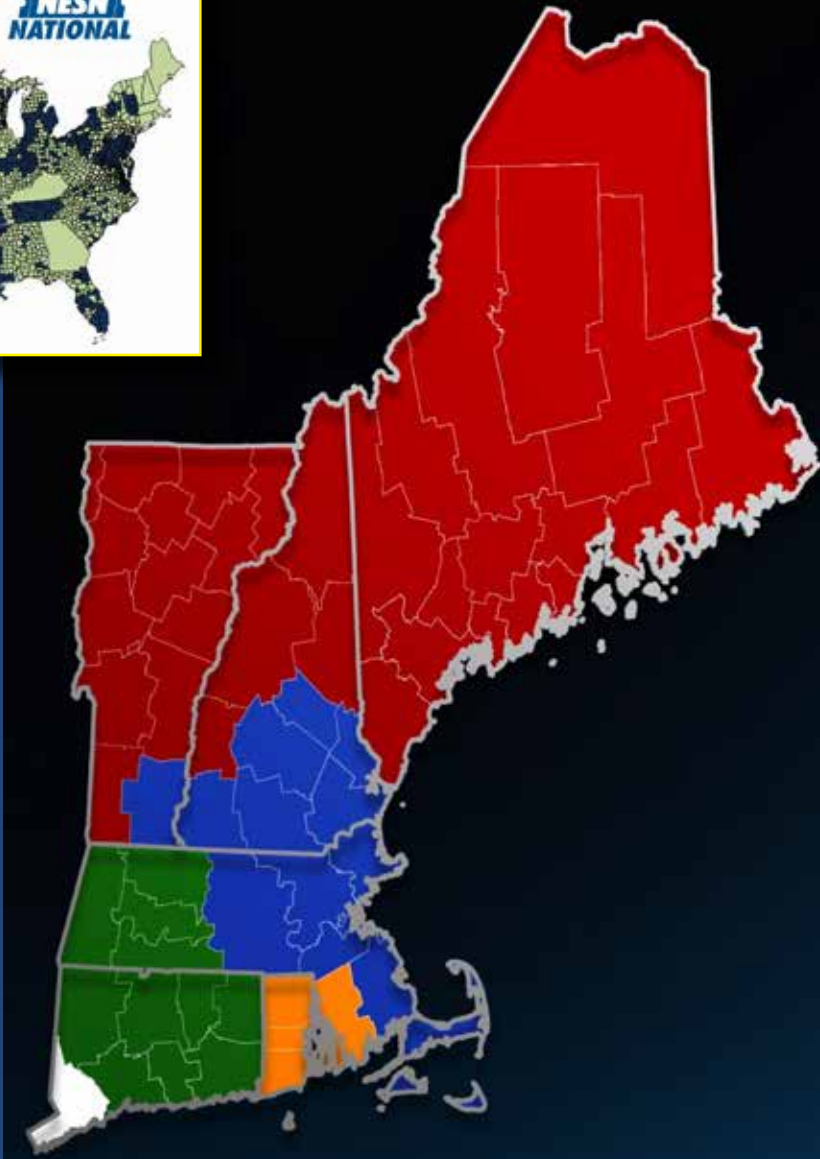
NESN National: 4.8 million homes

**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.

✦ New England Ski Journal TV moving to NESN brings great synergy to the brand, as Seamans Media's New England Hockey Journal TV show is entering Season 7 and has been a massive success on NESN. New England Hockey Journal has delivered record ratings with an average of 24,000 hockey households throughout New England tuning in. Our Jack Eichel episode has received more than 100,000 YouTube views. NEHJ shows have seen over a million views combined on YouTube.



### 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**.



## Ad/sponsorship opportunities

### TV show advertising opportunities

We offer traditional commercials on a per-episode basis in **15-second**, **30-second** and **60-second** time segments.

### 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 **TV@seamansmedia.com** 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.



## Contact us

**S**eamans 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 and most affluent ski markets in North America.

**Executive Producer**  
**Eric Seamans**  
**617-773-9955, ext. 222**  
**eric@skijournal.com**

