

DIGITAL | PRINT  
**MEDIA KIT**  
**2019**



Dave Arnold/New England Hockey Journal

# NEW ENGLAND HOCKEY JOURNAL

[HOCKEYJOURNAL.COM](http://HOCKEYJOURNAL.COM)



## 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 1996, New England Hockey Journal has delivered the region's most compelling hockey content to one of the world's most knowledgeable, dedicated, passionate audiences of hockey players, parents, coaches, fans and decision-makers at all levels.

New England is one of the largest markets in the world in terms of player participation and consumer spending on hockey-related products and services, and New England Hockey Journal has it covered like no other brand.

With a team of best-in-class writers and photographers, New England Hockey Journal —

including our subscription-based website and our glossy print magazine — has become the must-read source for compelling hockey coverage, from preps and prospects (college and pro) to juniors and colleges to our region's pro players and more.

Complementing the magazine, our six-time Emmy Award-nominated NEHJ TV show — now in its sixth season — reaches an even wider audience of highly educated, affluent hockey families with spending power: 4.2 million people in New England and another 4 million on NESN Plus for a total of 8.2 million homes.

**HOCKEYJOURNAL.COM**



Dave Arnold/New England Hockey Journal

# OUR COMMUNITY

## Demographics

New England Hockey Journal is aimed directly at the key audience hockey brands want to reach: hockey 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:** More than a quarter of readers spend \$10K or more on hockey annually; more than half spend \$5K or more; and more than 70 percent of readers spend \$2,500 or more.

**EDUCATION:** Nearly 60 percent of our readers have a bachelor's degree or higher.

*(All data based on third-party reader survey)*

## Readership habits

- 88% of readers rate the print edition as excellent or good
- 93% of readers rate the digital edition as excellent or good
- 70% of our readers access our content on a mobile device
- More than 60% of readers are more likely to make a purchase from an advertiser
- 95% of readers would recommend NEHJ to a friend

## Social media community

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

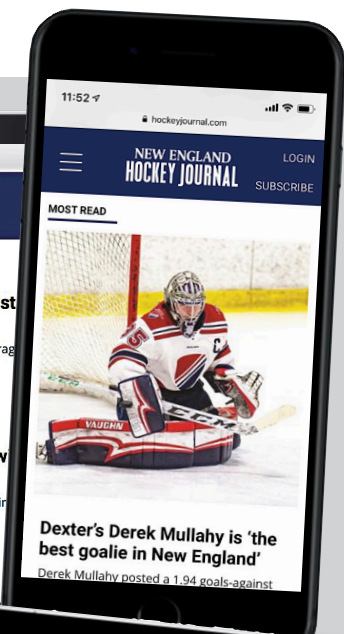
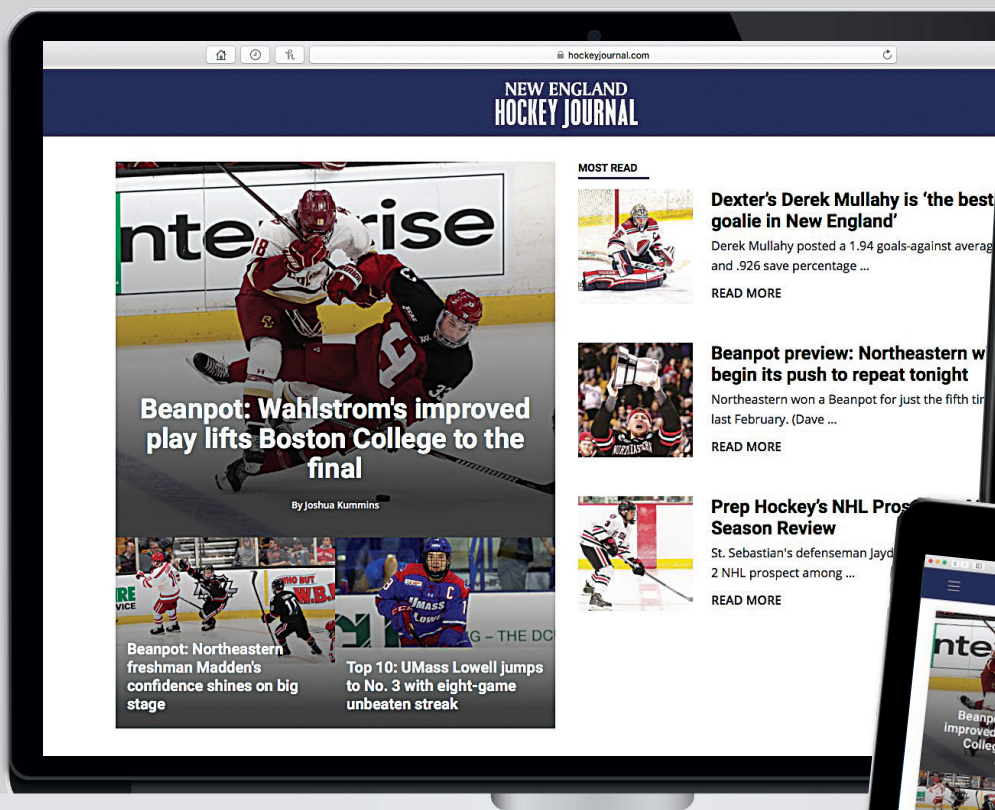


@NEHockeyJournal



/HockeyJournal

HOCKEYJOURNAL.COM



# OUR WEBSITE HOCKEYJOURNAL.COM

## Our enhanced digital experience

**THE SITE:** Relaunched in spring 2018, the NEHJ website offers an improved, mobile-friendly platform for players, parents, coaches and fans to follow every level of hockey in New England.

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

**THE SUBSCRIPTION PLANS:** The NEHJ website also introduces for the first time 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 hockey content we can provide.

**THE AUDIENCE:** The reader response to our website has been overwhelming, attracting subscribers from all over North America, including some of the country's top coaches (pro, college and prep), recruiters, pro scouts, players' agents and NHL executives. Our affluent audience also generally has high incomes with average home values in excess of \$1 million. More than 50 percent of our audience is between the ages of 35 and 54.

**THE TRAFFIC:** In just the first few months, site traffic has been impressive. Here's a look at readership totals and device preference:

Monthly readership	Total	Device	Reader %
Pageviews	106.8K	Mobile	67%
Unique visitors	24.5K	Desktop	26%
		Tablet	7%

*\*All traffic statistics per Google Analytics for November 2018-January 2019.*

HOCKEYJOURNAL.COM

# DIGITAL ADVERTISING

We offer a variety of digital advertising opportunities to reach our highly targeted and engaged hockey audience on hockeyjournal.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@hockeyjournal.com](mailto:ads@hockeyjournal.com)

## Digital directory listings

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

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

# OUR NEWSLETTER

Our free email newsletter — NEHJ Insider — is deployed multiple times a week to our list of more than 6,000 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 hockeyjournal.com and allow advertisers to drive traffic directly to their own websites.

## Newsletter advertising

The NEHJ 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 \$699.

## Presenting sponsorship

Ask us about exclusive opportunities to sponsor the NEHJ 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





Rena Lavery/USA Hockey

# OUR MAGAZINE

## The premier hockey publication

**HISTORY:** Published continuously since January 1996.

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

**FREQUENCY:** Published monthly, 12 times a year

**DISTRIBUTION:** In addition to home delivery to our paid subscribers, thousands of complimentary copies of every issue are distributed to hockey rinks, training facilities and select hockey retailers throughout New England, where our loyal readers seek out and pick up every issue. Through our emerging partnership program with leagues and organizations, the magazine also is distributed to thousands of active hockey players and their families throughout the region.

## Display advertising rates

Size	Open	3x	6x	10-12x
Full Page	\$2,575	\$2,400	\$2,275	\$2,100
Half Page	\$1,695	\$1,650	\$1,625	\$1,575
Quarter Page	\$1,200	\$1,100	\$975	\$900
Eighth Page	\$695	\$650	\$625	\$575

**BONUS:** All print ads come with ad and link in the digital edition.

Glossy ads	Price	Glossy ads	Price
Front cover strip	\$2,400	Inside front cover	\$3,200
Back cover	\$3,200	Inside back cover	\$2,700

Inquire about two-page spread rates.

# EDITORIAL CALENDAR

**NEW ENGLAND  
HOCKEY JOURNAL**  
OUR 24TH YEAR!

**OUR MAGAZINE CONTENT** covers every level of hockey in New England with inspirational and informational stories and with a special emphasis on pro and college prospects, prep schools, juniors and college hockey. 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
<b>March 2019</b>	<b>SPRING/SUMMER TOURNAMENTS/TRYOUTS PREVIEW</b> including exploring the "tournament" craze and exploring the hot spots and tournament options; NEHJ columnists on how to maximize your tournament/tryout experience	Feb. 10, 2019	Feb. 15, 2019	<b>Spring/Summer Hockey Tournament Guide</b> and <b>Tryout Guide</b>	Feb. 1, 2019
<b>April 2019</b>	<b>SUMMER HOCKEY CAMP GUIDE</b> // PLUS: New England prep championships, high schools state-by-state championships, Frozen Four preview	March 10, 2019	March 15, 2019	<b>Summer Hockey Camp Guide</b>	March 1, 2019
<b>May 2019</b>	<b>THE TRAINING ISSUE</b> including latest trends in hockey fitness; workouts from pro and college standouts; NEHJ columnists on how to maximize workouts and reach your goals // PLUS: Frozen Four and college season recaps	April 10, 2019	April 15, 2019	<b>Summer Training Guide</b> and <b>Summer Showcase Guide</b>	April 1, 2019
<b>June 2019</b>	<b>THE RECRUITING ISSUE AND NHL DRAFT PREVIEW</b> including Bruins and New England prospects; what coaches look for in players at certain positions; dos and don'ts for players and parents; how technology is changing recruiting	May 10, 2019	May 15, 2019	—	May 1, 2019
<b>July 2019</b>	<b>THE GOALIE ISSUE</b> including top goalie prospects; New England's greatest goalies; gear evolution; mental training for goalies // PLUS: NHL Entry Draft coverage	June 10, 2019	June 15, 2019	<b>Goalie gear</b>	June 1, 2019
<b>August 2019</b>	<b>15TH ANNUAL PREP SCHOOL GUIDE</b> // PLUS: Around Campus, HockeyTown	July 10, 2019	July 15, 2019	<b>Prep School Guide</b> and <b>Skate Guide</b>	July 1, 2019
<b>September 2019</b>	<b>HOCKEY DNA</b> including features on players in pros and college with a hockey lineage // PLUS: Rink Report: The latest on rink construction; rinks of the future; trending amenities	Aug. 10, 2019	Aug. 15, 2019	<b>Rink directory</b>	Aug. 1, 2019
<b>October 2019</b>	<b>DIV. 1 COLLEGE SEASON PREVIEW</b> , including team-by-team capsules for Hockey East, ECAC Hockey, Atlantic Hockey // PLUS: Outdoor hockey; outdoor rink buyer's guide	Sept. 10, 2019	Sept. 15, 2019	<b>Backyard rinks</b>	Sept. 1, 2019
<b>November 2019</b>	<b>DIV. 3 COLLEGE SEASON PREVIEW</b> // PLUS: Hockey East, ECAC Hockey, Atlantic Hockey, Women's Hockey, Jaffe's Take	Oct. 10, 2019	Oct. 15, 2019	<b>Hockey sticks</b>	Oct. 1, 2019
<b>December 2019</b>	<b>PREP &amp; HIGH SCHOOL SEASON PREVIEW</b> , including team-by-team prep school capsules and state-by-state high school previews // PLUS: Hockey East, ECAC Hockey, Atlantic Hockey, Women's Hockey, Jaffe's Take	Nov. 10, 2019	Nov. 15, 2019	<b>Holiday Gift Guide</b>	Nov. 1, 2019

**EVERY ISSUE ALSO INCLUDES** Prospects Pulse, Juniors, Jaffe's Take, Boston Bruins, NHL New England, The Goalie Guru, Hockey Nutrition, Train Your Brain, Around the Region and Hangin' Out With ...

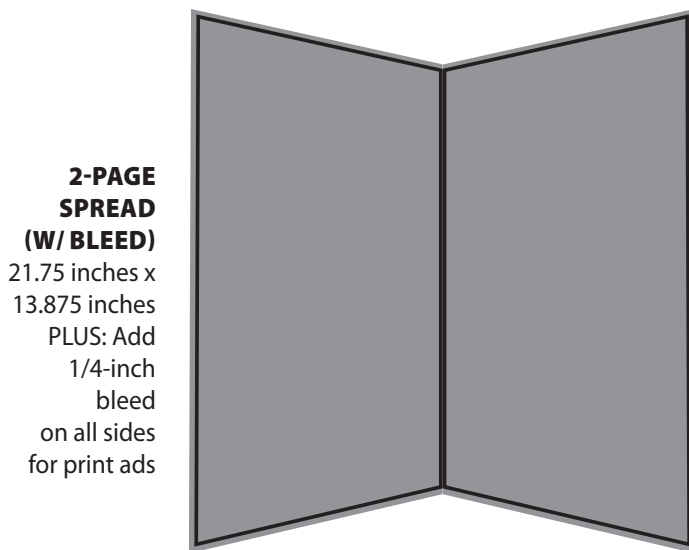
NOTE: Editorial schedule subject to change.



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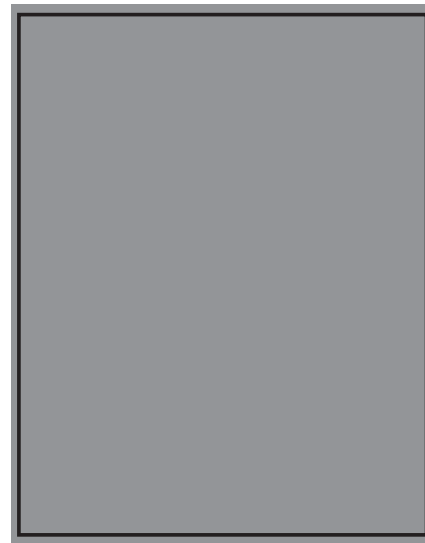
# PRINT AD SPECS

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.



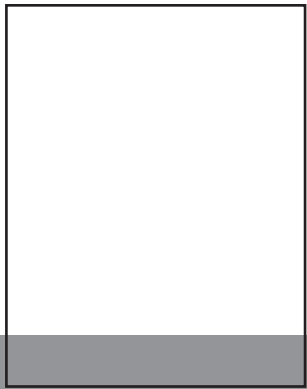
**2-PAGE  
SPREAD  
(W/ BLEED)**

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



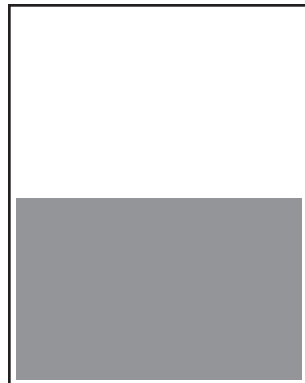
**FULL-PAGE  
(W/ BLEED)**

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



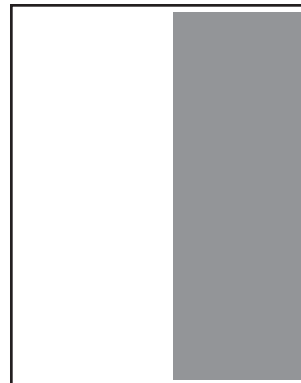
**COVER STRIP (W/ BLEED)**

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@  
hockeyjournal.com

**Now boasting 12  
North American teams,  
league helps players  
grow off and on the ice**

Hockey fans in 2013 were treated to an incredible Stanley Cup where two of the Original Six teams in the National Hockey League — the Chicago Blackhawks and Boston Bruins — clashed in a tightly contested fight to lift the Cup this year.

While Boston and Chicago squared off in the NHL, another founding member of a hockey league recently won a championship.

The North American Hockey Academy, a founding member of the Junior Veterans Hockey league and coached by AWE, co-founder Bill Detwiler, won its fifth championship since the league began in 1997.

"Bills team has hit the bar extremely high within the league. I think they won the league title every year but one," said co-founder and Washington Pride head coach Kash DeBra. "But for us, anyway, it's an example of where we want all of our players to reach, from time to time."



## By Tom Joyce

College hockey in California isn't even overhyped because there are no Division I hockey programs in the state. The Golden State despite it being the most populated state in the country.

Regardless of the generally low hockey participation on the banks of the Pacific, the California State University Northridge team is determined to suit up the best players possible. To do so, head coach JP Gale is working on a hockey pipeline of New England hockey talent. "We're looking for complete talent, which is composed of California skaters."

"We've got to get some great players and a really talented trainer," Gale says of New England. "It's a place you can get your eyes on and get an idea of what the players are going to be and want the best of them."

—Tommy "Duck" Williams

The Cal State-Northridge team is a club team that competes in the West of the American College Hockey Association. While they may not be an NCAA team, the Bruins still play at a competitive level. "I've played at a competitive level for four years at the current Gwynson School (Canaan, Maine) was looking at joining an NCAA Div. 3 team after participating in 43 games for the Maine State Rangers of the Western States Hockey League last season. Certainly the peak of playing hockey in Los Angeles did not hurt the forward," Stenmlas said. "I've been using hockey as a hobby since coming on the country circuit." Stenmlas said. "When I came out they do have hockey there in the southern California. It was just not close to reach out. When I came to JF, he was very cordial and right back to me. It was really my first time to meet him."

Stenmlas, who is currently a student at the University for Disasters/Cal State-Northridge is planning to become an architect and to take his new environment and establish his residency before he leaves and joining the team next season. "I'm really enjoying it," Stenmlas said. "I'm looking forward to it."

"The team is really friendly. There's a good camaraderie guys. Plus it's extremely well for the level it is. There's a locker room, a great gym. The stuff they receive is sur-  
very nice to see. You get a amenities you might not expect."  
—M. Major is not the first

► The Cal State-Northridge Mustangs compete in ACHA Div. 2. The team facilities, including a revamped locker room and weight training room rival those of NCAA Div. 3 programs. Bottom left: Matt Assen, a Center, rival those of NCAA Div. 3 programs. Bottom right: Matt Assen, a Center, Catholic (Mass.) product, skated for Northridge for three seasons. Guyton Seumelis (Camden, Maine) joins CSUN from the Vancouver Rangers.

**MATADOR**

# PIPELINE TO THE EAST

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leader to join the program. Central Catholic (Mass.) High School product Matt Alsease (Guaymas), Mass., is a 2005 CSUN grad who played three seasons with the Matadors. After high school, he played men's hockey at UNH before obtaining his associate's degree and entering the work force. After leaving school, Alsease decided he wanted to go back to school and a family connection sent him, at last, west.

"I loved UNH when talking to my mom, she told me if I'm gonna play out of state, it doesn't matter whether I

up and I'll leave early after a couple of weeks to do couple-hour sessions with him for two or three months before that. That was super fun."

When Alsease got to Fresno, how was able to earn extensive play-

Over the last 10 years, from having the most players on a single team to playing seven men's players, the University of Alabama has become a basketball powerhouse. The Crimson Tide has won 10 national titles, and its players have won 100 individual titles. The team has won 100 national titles, and its players have won 100 individual titles. The team has won 100 national titles, and its players have won 100 individual titles.

he thought were NCAA-caliber players, although some might fill out their bottom line and bench with less experienced players. Gale said he is impressed

Presented by  CHAMPION CHOICE

CONSUMERS CHOICE IS ALL IN

By Leo Scaglione Jr.

**I**T WAS AFTER WINNING THE national championship with his traveling softball team in 1992 that Steve Crampton, president of Champion's Choice, really hit a home run.

Then a general manager at Stavits Seafoods in Boston, Crampton, now 58, was approached by companies seeking sponsorships with his successful softball club. His friend, Gary Niland, said he should aim higher and enter the sporting goods business.

At first, Crampton was hesitant. "I told him I'm not a salesman," he remembered. "He replied, 'You're a people person.'"

That was all Crampton needed to lose. He started by playing sports apparel out of his home, but realized that in order to make his business to grow, he needed to strike a deal with a major brand.

With that in mind, Crampton contacted Adidas, and following a dinner with then-New England representative Chris Maters, he was set.

In 1999 he opened Champion's Choice, where a small retail business, in Wilmington, Mass., and connected with Reebok, which had an agreement with the National Football League. It rapidly grew.

"The success of the New England Patriots didn't hurt with all of the hats and T-shirts," Crampton said. "I was light by the train station, so after the Super Bowl on Sunday, I went out and bought and picked up 100 T-shirts and hats, and I was at 6 a.m. at the train station for people to come to work. They were going in on Monday wearing the gear before the other stores were open."

and industry eventually left the second company to completely focus on Champion's Choice, which has since become a major player on the sporting apparel scene, not only in New England, but also nationally.

Champion's Choice has five-year agreements, some of which already have been extended with two additional five-year deals, with four Division I-NE institutions, many Division II schools, six Independent School League schools, eight prep schools, Catholic high schools and select public schools, to provide uniforms, footwear, sweat suits and practice gear.

In 2007, Champion's Choice became the largest-volume uniform provider in New England for Adidas, Reebok and New Balance. It became a Three Stripe Adidas dealer's highest team dealer designation in 2009. Two years later it was the largest dealer in the United States.

Also in 2009, Crampton opened a new



# A win-win relationship



CHAMPION'S CHOICE IS ALL IN.

With Adidas set to outfit the NHL, Champion's Choice is primed to help youth and scholastic teams gear up



NHL commissioner Gary Bettman and AHL president Mark King announced a seven-year partnership between the National Hockey League and AHL.

June

amazon

2017 www.hockeyjournal.com B18

offices, machinery and manufacturing line. Last month, he expanded again, into an 180,000-square-foot facility and built a new spinning plant. Several Addicks enterprises, including Manna, "He was the first person to believe in me," said Crumpton.

His relationship with Addicks has become so close that he can contact the company's president, Michael V. Crumpton, at home. Daniela, with one phone call.

"I don't think there are many deals like this out there," says Crumpton, "owner interest management." Crumpton responds, "They'd do anything. List and view your business. Chemicals, machinery, photos from its competition come from customer service and relationships."

Crumpton, Crumpton, Crumpton. But Dan Hughes, is a big believer. "You can't be a farmer and a hunter," he says. "You can't be a farmer and not taking care of your farm. Our account reps are not sales people. They take care of the few accounts that we have, to make sure our customers and suppliers feel their customers and to get as much business out of them as possible. If you're compensating your sales reps for sales, then they're going to go after new business as fast

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## HOCKEYJOURNAL.COM



# NEHJ: THE TV SHOW

New England Hockey Journal has been a ratings success in its first six seasons and a dynamic companion to the decades-old magazine. The Emmy Award-nominated show covers the spectrum of hockey in our region and beyond, from preps and high schools to colleges and pros, with special segments on conditioning, training, on-ice skills, nutrition and gear.

**NETWORK:** Episodes debut on New England Sports Network, the home of the Boston Bruins, which reaches 4 million homes throughout New England.

**AIRINGS:** Episodes air on NESN and NESN National, usually around Bruins or college hockey programming. Past episodes available at [hockeyjournal.com/videos](http://hockeyjournal.com/videos).

**FREQUENCY:** Seven original episodes a season, airing four times a month, from October through April

## NEW ENGLAND HOCKEY JOURNAL

THE TV SHOW      SIXTH SEASON

Emmy  
nominated!

## 2018-19 MEDIA KIT

NESN

CONTACT US TO RECEIVE  
THE NEHJ TV MEDIA KIT



# CONTACT US

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