

DIGITAL | PRINT

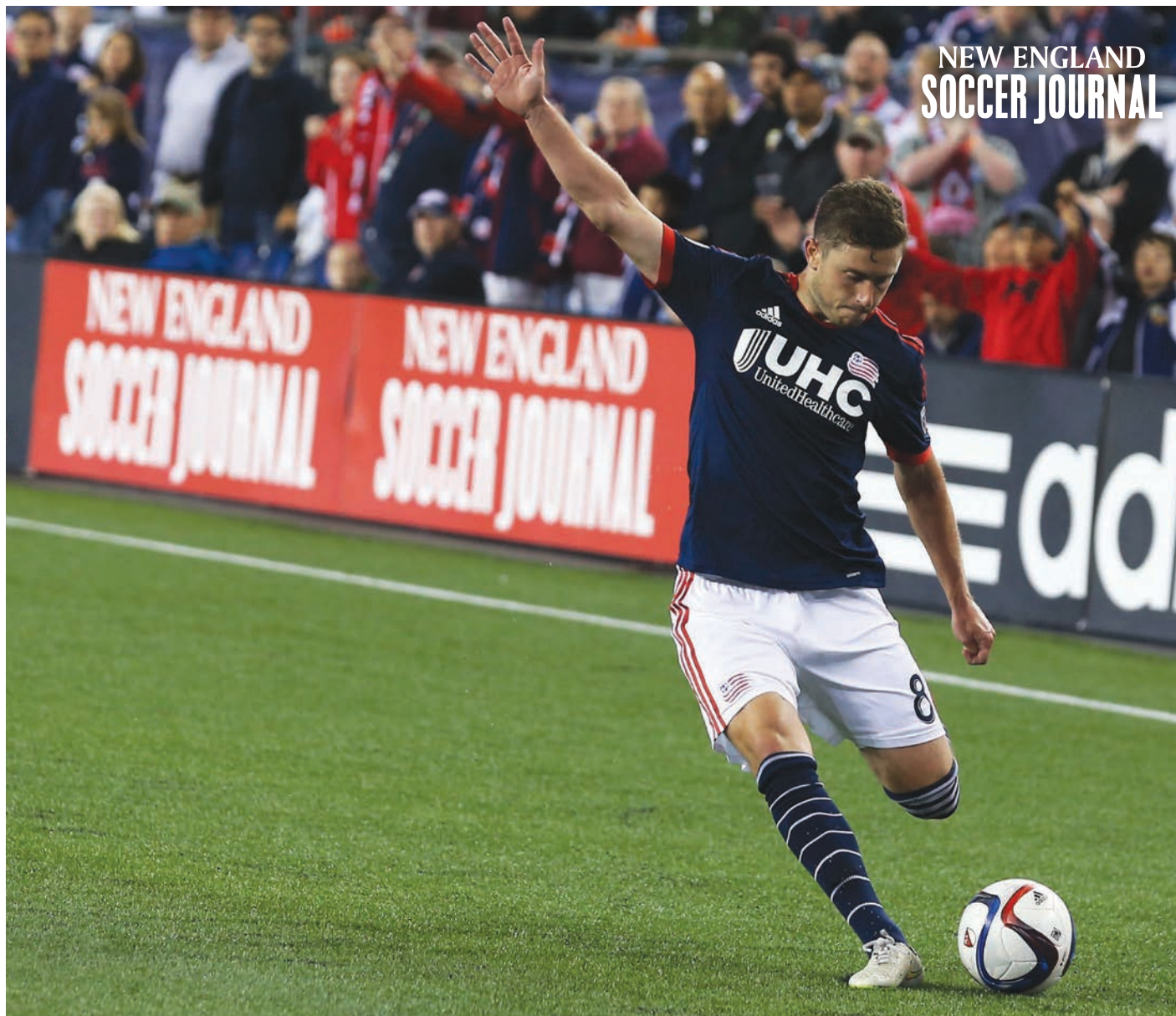
MEDIA KIT 2020



Mike Gridley/New England Soccer Journal

NEW ENGLAND SOCCER JOURNAL

NESOCCERJOURNAL.COM



David Silverman/New England Revolution

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 2013, New England Soccer Journal has delivered the region's most compelling and interesting soccer stories to one of the world's most knowledgeable, dedicated, passionate audiences of soccer 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 soccer-related products and services, and New England Soccer Journal

has it covered like no other brand.

With a team of best-in-class writers and photographers, New England Soccer Journal — including our subscription-based website and our print/digital magazine — has become the must-read source for compelling soccer coverage, from prep schools and high schools to Development Academy and club soccer to men's and women's college teams to the New England Revolution and our region's pro players.

NESOCCERJOURNAL.COM

NEW ENGLAND SOCCER JOURNAL



Evan Scates/New England Soccer Journal

OUR COMMUNITY

Demographics

New England Soccer Journal is aimed directly at the key audience soccer brands want to reach: soccer 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: Nearly 60 percent of readers have an annual household income of \$100K or more.

SPENDING HABITS: Nearly 25 percent of readers spend \$5,000 or more on soccer annually; and 40 percent of readers spend \$2,500 or more.

EDUCATION: Nearly 75 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 NESJ to a friend

Social media community

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



@NESoccerJournal



/NESoccerJournal

NESOCCKERJOURNAL.COM



OUR WEBSITE

NESOCCERJOURNAL.COM

Our enhanced digital experience

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

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

THE SUBSCRIPTION PLANS: The NESJ 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 soccer 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 region's top college and prep coaches, recruiters, pro scouts, players' agents and executives. Our affluent audience also generally has high incomes with average home values in excess of \$750,000. More than 50 percent of our audience is between the ages of 35 and 54.

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

| Monthly readership | | Total | Device | Reader % |
|--------------------|--|-------|---------|----------|
| Pageviews | | 83K | Mobile | 67% |
| Unique visitors | | 17.2K | Desktop | 28% |
| | | | Tablet | 5% |

DIGITAL ADVERTISING

We offer a variety of digital advertising opportunities to reach our highly targeted and engaged soccer audience on NESoccerJournal.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.



DESKTOP/TABLET AD

728 x 90 pixels

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.



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@NESoccerJournal.com

Digital directory listings

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

| Directory | Cost |
|--------------------|----------------|
| Soccer camps | \$599 annually |
| Soccer tryouts | \$599 annually |
| Soccer tournaments | \$599 annually |

OUR NEWSLETTER

NEW ENGLAND
SOCCER JOURNAL

Our free email newsletter — NESJ Insider — is deployed multiple times a week to our list of more than 8,000 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 NESoccerJournal.com and allow advertisers to drive traffic directly to their own websites.

Newsletter advertising

The NESJ 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 NESJ 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 SOCCER JOURNAL



OUR MAGAZINE PRINT AND DIGITAL EDITIONS

The premier soccer 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 of every issue are distributed to every soccer retailer and training facility/arena throughout New England. The magazine also is distributed free to select club and academy teams throughout New England and at select tournaments, showcases and trade shows.

DIGITAL FORMAT: Responsive digital edition on the NESJ 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 8,000 digital subscribers.

Display advertising rates

| Size | Open | 3x | 5x | 6-7x |
|--------------|---------|---------|---------|---------|
| 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 link.

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

Inquire about two-page spread rates.

EDITORIAL CALENDAR

NEW ENGLAND SOCCER JOURNAL

OUR MAGAZINE CONTENT covers every level of soccer in New England with inspirational and informational stories and with a special emphasis on Development Academy, club, prep school and college soccer. 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 |
|-------------------------|---|----------------|----------------|---|---------------|
| Winter 2019-20 | NESJ'S PREP AND COLLEGE PLAYERS OF THE YEAR and PREP SCHOOL CHAMPIONS , including boys and girls NEPSAC championships // PLUS: Division 1 men and women, Division 3 men and women, NESJ New England Pros Best XI | Dec. 1, 2019 | Dec. 10, 2019 | — | — |
| March-April 2020 | 8TH ANNUAL SUMMER SOCCER CAMP GUIDE , including columnists and directory // PLUS: Pro season previews, including New England Revolution and Hartford Athletic; and Development Academies preview | March 1, 2020 | March 10, 2020 | 8th annual Summer Soccer Camp Guide and Cleat Buyer's Guide | March 1, 2020 |
| May-June 2020 | 8TH ANNUAL CLUB AND ACADEMY GUIDE , including insights on the academy and club scene // PLUS: New England Pros, USL2 preview and more | May 1, 2020 | May 7, 2020 | 8th annual Club and Academy Guide | May 1, 2020 |
| July-August 2020 | RECRUITING ISSUE and 8TH ANNUAL PREP SCHOOL GUIDE // PLUS: New England Pros and more | July 1, 2020 | July 7, 2020 | 8th annual Prep School Guide and Team Uniform Buyer's Guide | July 1, 2020 |
| September 2020 | 2020 COLLEGE, PREP AND HIGH SCHOOL PREVIEW , including Division 1 men and women previews, Division 2 and Division 3 men and women previews, Prep Schools boys and girls preview | Aug. 10, 2020 | Aug. 15, 2020 | Goalie Gear Buyer's Guide | Aug. 10, 2020 |
| October 2020 | PREP SCHOOL SPOTLIGHT , including coverage of the Northeast Soccer Jamboree // PLUS: Division 1 men and women, Division 2 and Division 3 men and women | Sept. 10, 2020 | Sept. 15, 2020 | — | — |
| November 2020 | COLLEGE SPOTLIGHT , including Division 1 men and women, Division 2 and Division 3 // PLUS: Prep Schools, High Schools, New England Pros | Oct. 10, 2020 | Oct. 15, 2020 | Holiday Gift Guide | Oct. 10, 2020 |
| Winter 2020-21 | NESJ'S PLAYERS OF THE YEAR , including prep schools and colleges, and PREP AND HIGH SCHOOL CHAMPIONS EDITION , including boys and girls prep championships // PLUS: Division 1 men and women, Division 3 men and women, NESJ New England Pros Best XI | Dec. 1, 2020 | Dec. 10, 2020 | — | — |

EVERY ISSUE ALSO INCLUDES New England Revolution, SoccerTown, Around the Region, The Volunteer Coach, The Soccer Dad, Soccer Nutrition, and Hangin' Out With ...

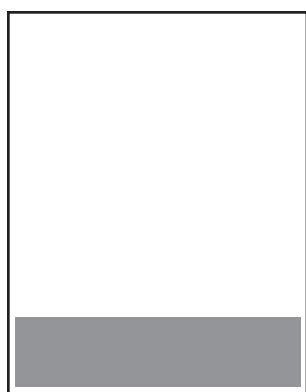
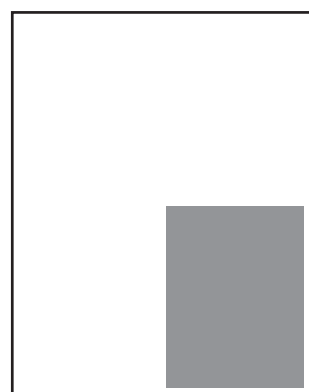
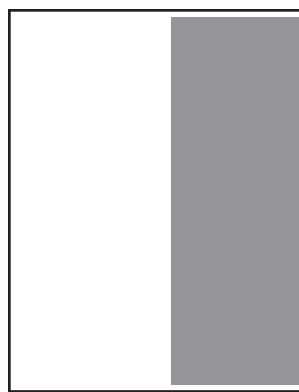
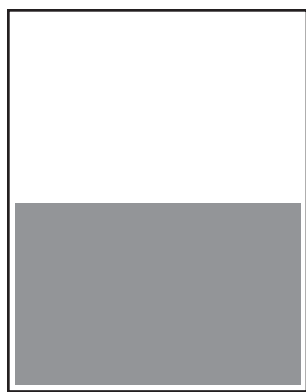
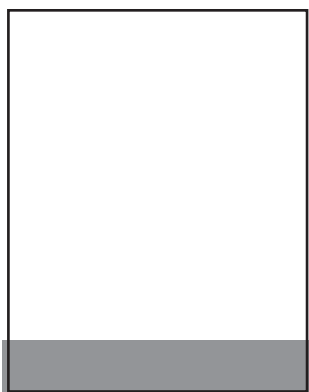
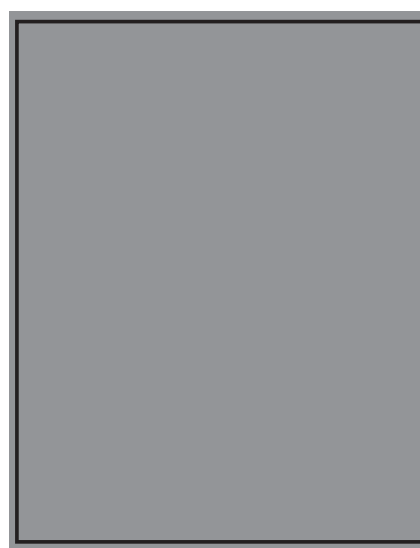
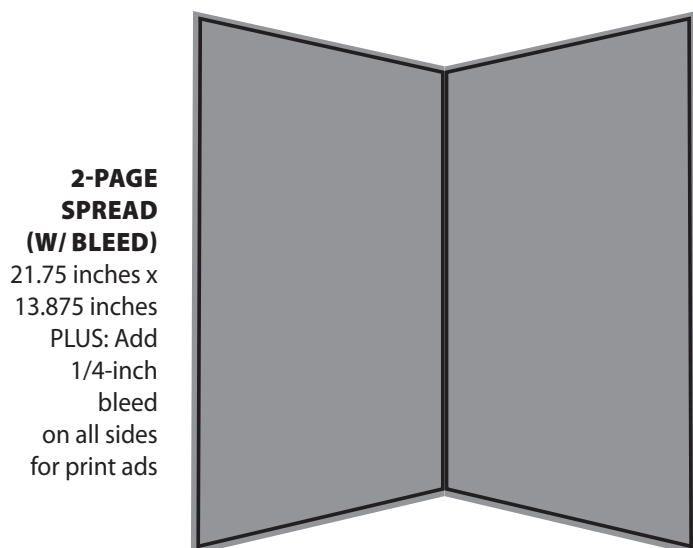
NOTE: Editorial schedule subject to change.



PRINT AD SPECS

NEW ENGLAND
SOCCER 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.



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@
NESoccerJournal.com

NEW ENGLAND SOCCER JOURNAL



Alexander Dolan/New England Soccer Journal

CONTACT US

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