

NEW ENGLAND HOCKEY JOURNAL

THE TV SHOW

EIGHTH SEASON



Emmy
nominated!



2020-21 MEDIA KIT



Tune in to New England Hockey Journal TV on NESN

NESN National reaches more than 4 million households nationwide, and NESN reaches 3.7 million homes across New England and is recognized as the region's leader in hockey television programming. **The total reach is a combined 7.7 million households.**

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.

New England Hockey Journal airs November through April (6 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.

New England Hockey Journal is available on: NESN, NESN+, NESN National, NESN App, YouTube TV, Roku, Apple TV, fuboTV, AT&T TV, Dish Network and DirectTV.



NEHJ TV's host: BC legend, 14-year NHLer Mike Mottau

MIKE MOTTAU, who won the Hobey Baker Award as the best player in college hockey as a senior at Boston College in 1999-2000, grew up in Avon, Mass., and starred at Thayer Academy. His BC career was highlighted by three trips to the Frozen Four, and he played in the NHL for eight seasons during a 14-year professional career. He is currently a scout for the Chicago Blackhawks. Along with former Catholic Memorial and UNH standout Brian Yandle, Mottau hosts New England Hockey Journal's The Rink Shrinks podcast, available on all major platforms and at hockeyjournal.com/podcast.



Partnering with Moody Street TV

For the third straight season, Seamans Media and the New England Hockey Journal brand team with Moody Street TV, one of the foremost ice hockey video production companies in North America, for the 2020-21 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. Moody Street TV also produces the Emmy-nominated New England Ski Journal TV show on NESN.





NESN: Hitting almost 8 million in New England and beyond

✦ NESN reaches more than 3.7 million homes in seven New England media markets, including fans in Boston, Providence, Hartford, Portland and Burlington. NESN National reaches more than 4 million additional households nationwide.

✦ New England Hockey Journal delivered record ratings again last season with an average of 48,000 households throughout New England tuning in. Our Jack Eichel episode has received more than 150,000 YouTube views. NEHJ shows have seen more than a million views combined on YouTube.

✦ New England Hockey Journal airs November through April (6 original episodes) on NESN and NESN National. New England Hockey Journal also is available on: NESN+, NESN App, YouTube TV, Roku, Apple TV, fuboTV, AT&T TV, Dish Network and DirectTV.



NETWORK REACH

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

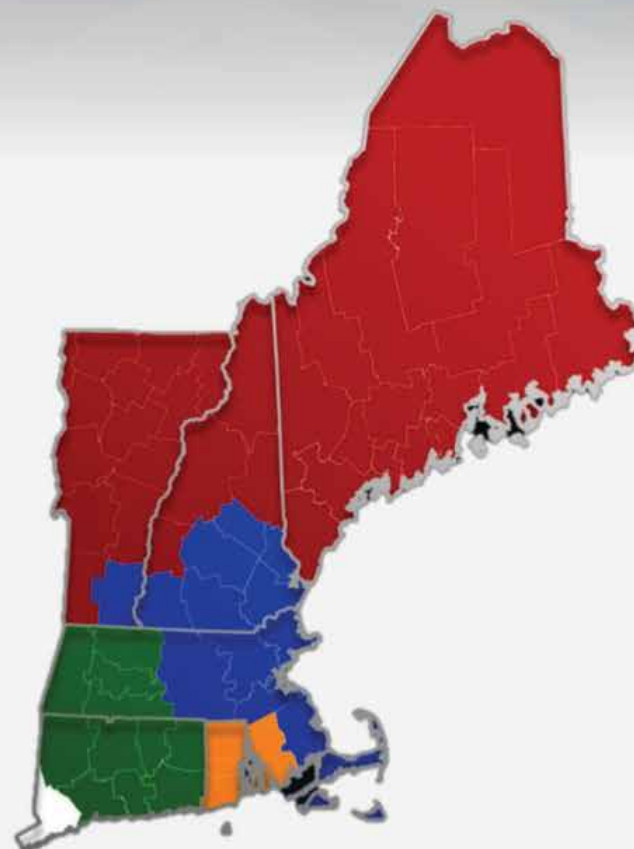
Bangor 97,238

Presque Isle 21,327

Burlington 186,619

598,407

Grand Total 4,037,755





NESN NATIONAL

NESN National is the national television service of NESN that provides fans outside New England the best opportunity to follow the Red Sox, Bruins and all New England sports, particularly those who watch Red Sox and Bruins games through MLB and NHL league packages.

NESN National delivers NESN's Red Sox and Bruins pregame and postgame shows, NESN Sports Today, New England college sports and Liverpool FC delayed broadcasts. NESN National also includes Original NESN Entertainment (ONE) productions such as The Instigators, Dining Playbook, Charlie Moore Outdoors, Celebrity Spotlight and more.

NESN National can be seen in the following cities:

Atlanta, GA
Augusta, GA
Austin, TX
Bakersfield, CA
Baton Rouge, LA 7111
Biloxi, MS
Birmingham, AL
Champaign-Springfield-Decatur, IL
Charleston, SC
Charlotte, NC
Chattanooga, TN
Chicago, IL 1711
Cleveland, OH
Columbia, SC
Columbus, GA
Columbus, OH
Corpus Christi, TX
Dallas-Ft Worth
Dayton, OH
Detroit, MI
El Paso, TX
Flint-Saginaw-Bay City, MI

Fresno-Visalia, CA
Ft Smith, AK
Gainesville, FL
Grand Rapids-Kalamazoo-Battle Creek, MI
Green Bay-Appleton, WI
Greensboro, NC
Greenville, SC
Harlingen-McAllen, TX
Houston, TX
Huntsville, AL
Indianapolis, IN
Jackson, MS
Jacksonville, FL
Kansas City, MO
Knoxville, TN
Lafayette, LA
Lansing, MI
Little Rock-Pine Bluff, AK
Los Angeles, CA
Louisville, KY
Lubbock, TX
Madison, WI
Memphis, TN
Miami-Ft Lauderdale, FL
Milwaukee, WI
Mobile, AL
Monterey-Salinas, CA
Montgomery-Selma, AL
Nashville, TN
New Orleans, LA
Odessa-Midland, TX
Oklahoma City, OK
Orlando-Daytona Beach-Melbourne, FL
Panama City, FL
Raleigh-Durham, NC
Reno, NV
Sacramento-Stockton-Modesto, CA
San Antonio, TX 1
San Diego, CA
San Francisco-Oakland-San Jose, CA
Shreveport, LA
South Bend-Elkhart, IN
Springfield, MO
St Louis, MO
Toledo, OH
Topeka, KS

Tulsa, OK
West Palm Beach, FL
Wichita-Hutchinson Plus, KS
Wilmington, NC
Miami, FL
Bakersfield, CA
Birmingham, AL
Detroit, MI
Indianapolis, IN
Orlando, FL
Tampa, FL
Orlando, FL
Akron, OH
Charlotte, NC
Cincinnati, OH
Columbia, SC
Columbus, OH
Dayton, OH
Erie, PA
Florence, SC
Green Bay, WI
Greensboro, NC
Greenville, NC
Kansas City, MO & KS
Lincoln, NE
Milwaukee, WI
Raleigh, NC
Wilmington, NC
Youngstown, OH
Baltimore, MD
Buffalo, NY
Harrisburg-Lancaster-Lebanon-York, PA
Mercer Co., NJ
Newcastle, DE
Norfolk-Portsmouth-Newport News, VA
Palm Springs, CA
Philadelphia, PA
Pittsburgh, PA
Richmond-Petersburg, VA
Salisbury, PA
South Jersey, NJ
Syracuse, NY
Washington DC



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.

SEVEN GREAT SEASONS: WATCH ALL THE EPISODES HERE

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THE TV SHOW



Emmy
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Season 7, Episode 7
NEPSAC tournament,
prospects and more



Season 7, Episode 6: Jr. Huskies, Canton Ice House, Curry



Season 7, Episode 5: Boston College



Season 7, Episode 4: Boston University



Season 7, Episode 3: Walpole Express

EARLIER EPISODES OF NEHJ TV

- ▶ Season 7, Episode 2: Eastern Hockey League
- ▶ Season 7, Episode 1: Lovell Hockey
- ▶ Season 6, Episode 6: NEPSAC championships
- ▶ Season 6, Episode 5: Div. 1 college prospects
- ▶ Season 6, Episode 4: Hingham High School
- ▶ Season 6, Episode 3: BC High
- ▶ 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
- ▶ Season 5, Episode 2: Northeastern University
- ▶ 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



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
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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

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.

Advertising format, delivery

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

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.

Billboards

10-15 seconds

Snipes

In-show pop-up advertisement of your logo and message while show is in progress, 10 seconds

In-show branded segment

4-minute segment in studio with host of show discussing your program or product



Seamans Media, Inc., is the leader in specialized sports media in the Northeast, featuring a multimedia portfolio of six regional print and digital magazines, two TV shows and podcasts, reaching the world's most passionate and affluent sports markets.

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.

Executive Producer ✕ Eric Seamans

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Advertising opportunities ✕ Terrence Butt

857-267-2410 | terrence@seamansmedia.com



SeamansMedia

Inspiring | Informative | Insightful

www.seamansmedia.com