

DIGITAL | PRINT

MEDIA KIT 2021



Dave Arnold Photography

NEW ENGLAND LACROSSE JOURNAL





Thomas Kendall/UMass Athletics

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.



Dave Arnold Photography

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 \$450K or more, and two-thirds of readers have an annual household income of \$175K 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, Facebook and Instagram shares and extends our content to thousands of followers and fans.

@NELaxJournal



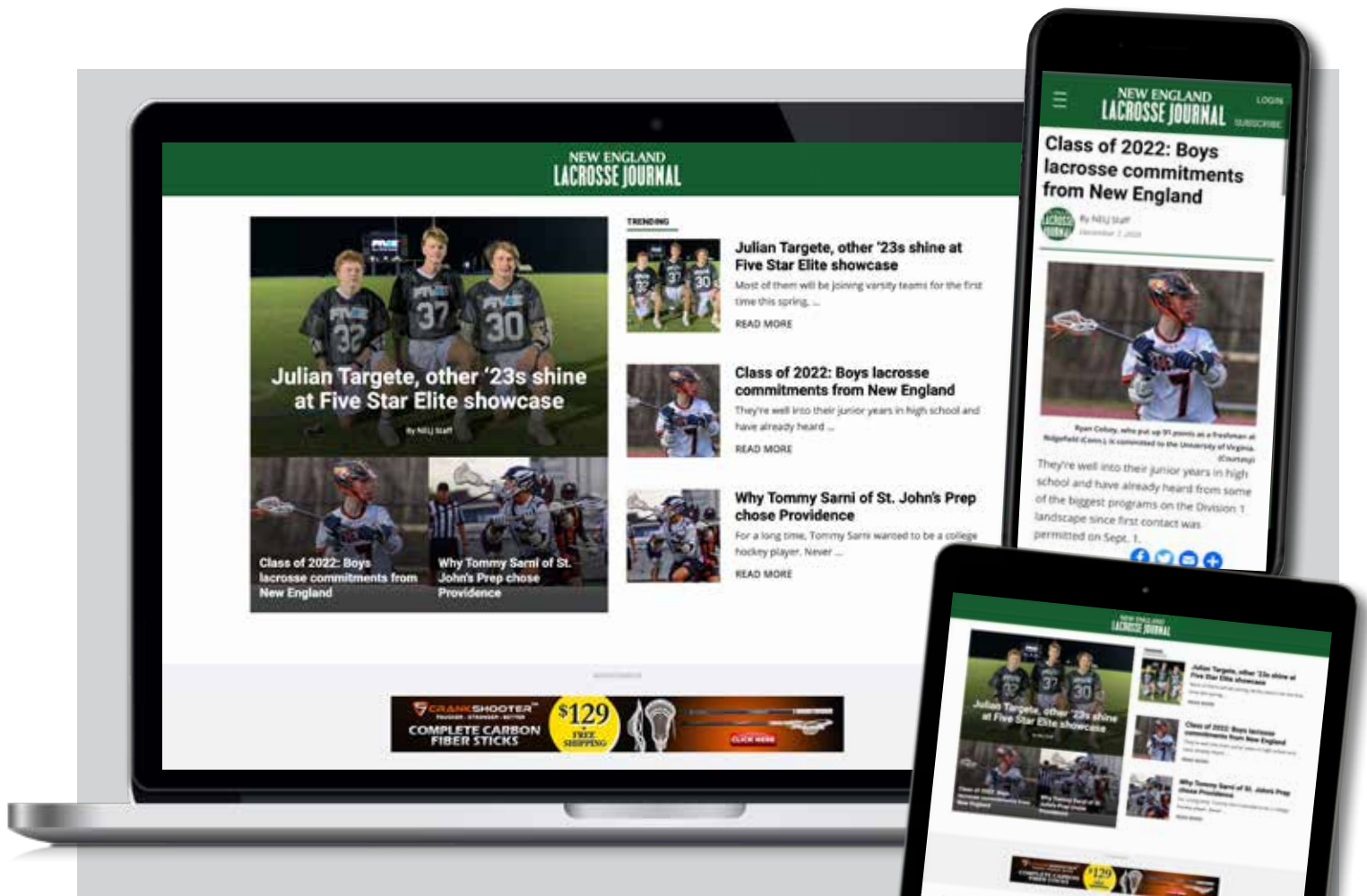
/LaxJournal



/newenglandlacrossejournal



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 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 features 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:

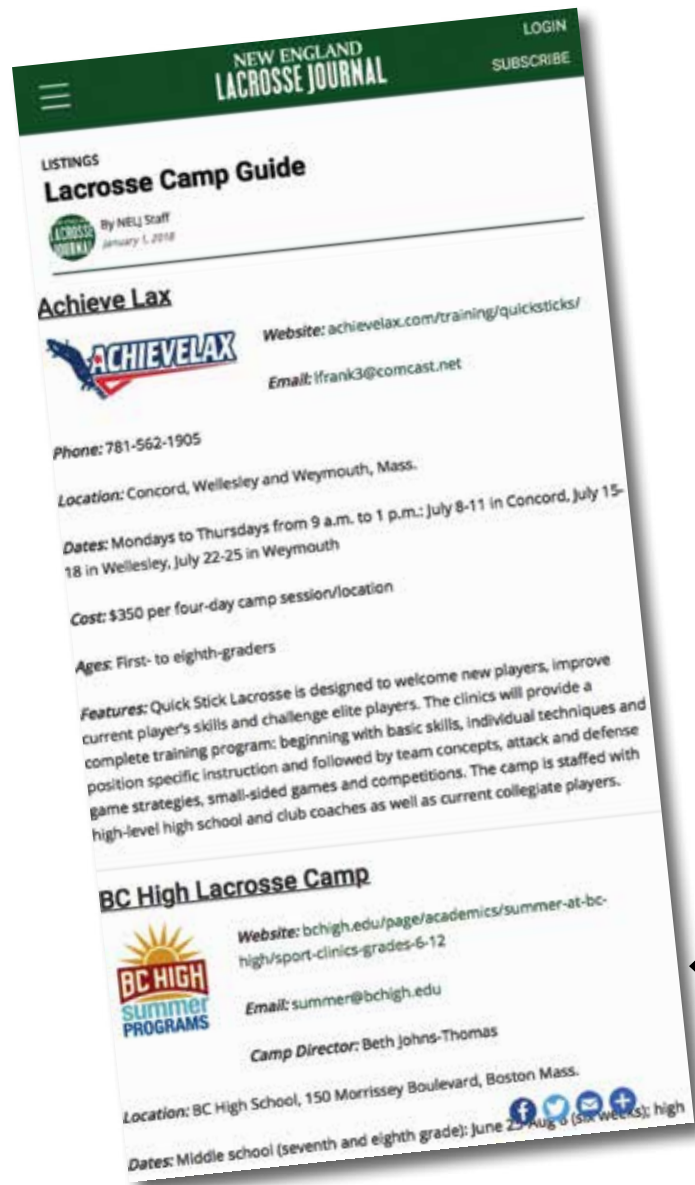
Monthly readership	Total	Device	Reader %
Pageviews	25K	Mobile	70%
Unique visitors	21K	Desktop	22%
		Tablet	8%

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

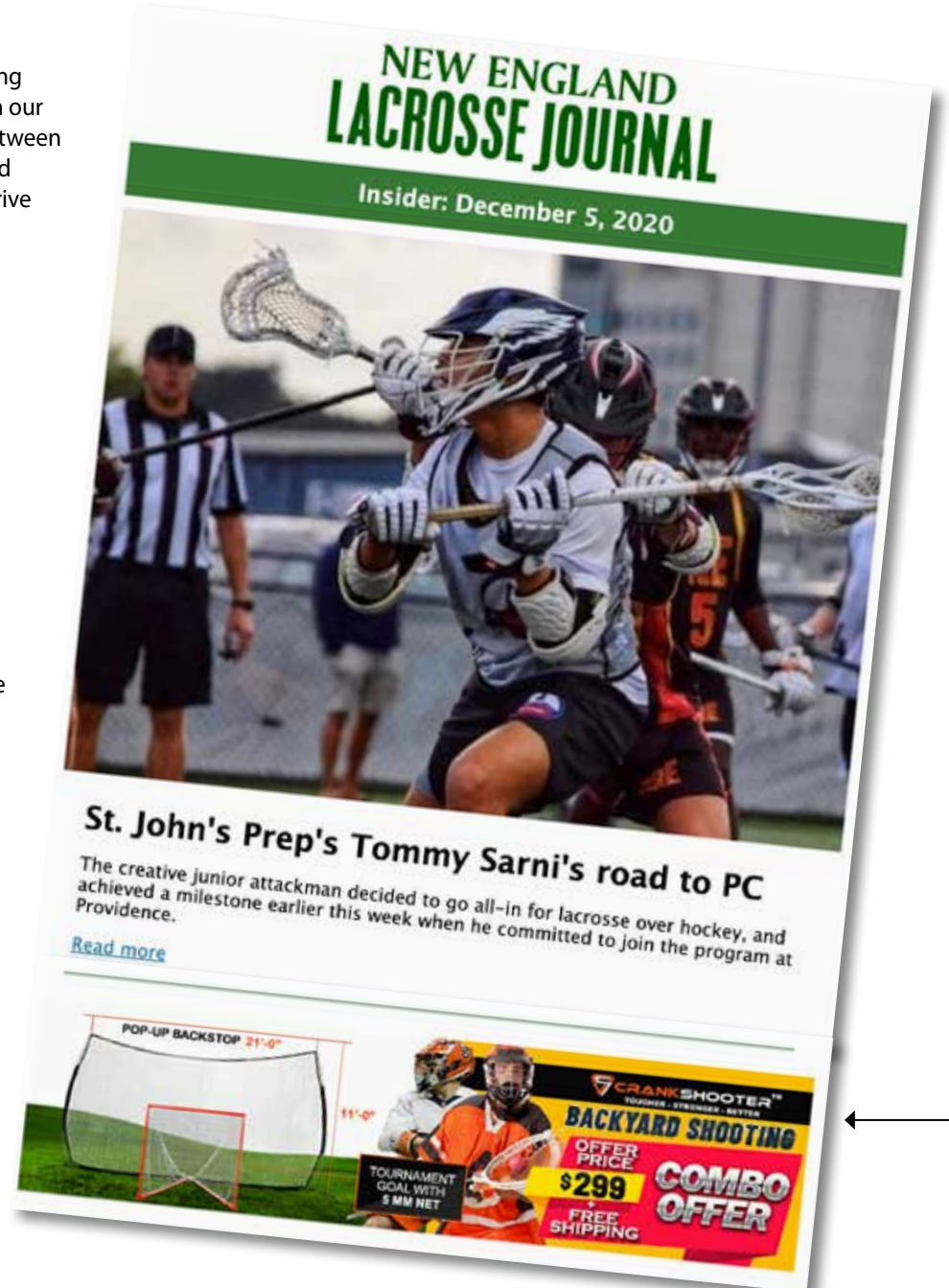
Newsletter ad rates are quoted upon request and are based on frequency and positioning. One example: A normal newsletter ad for one month — including a minimum of four email deployments — would cost \$899.

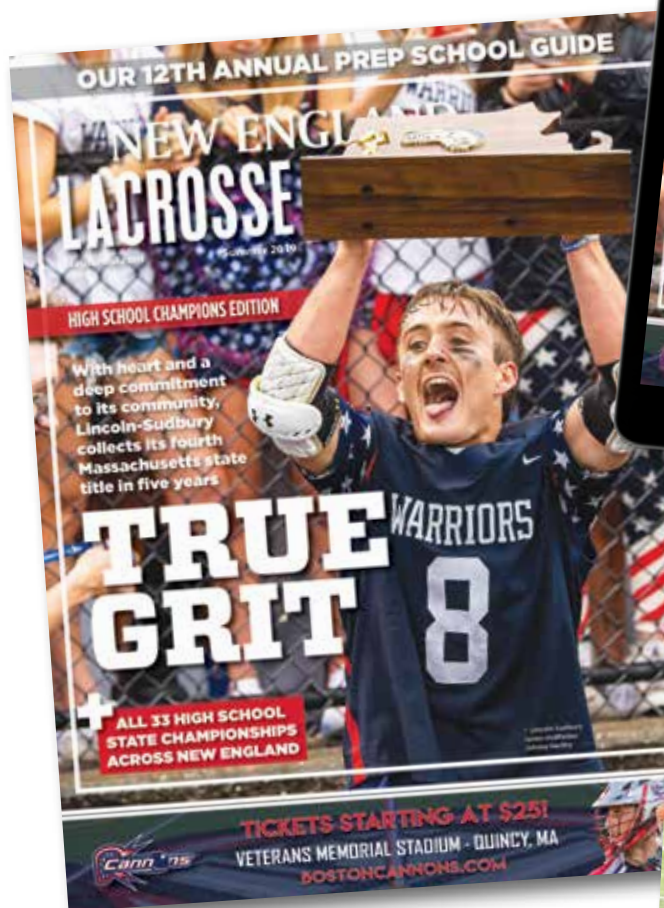
Presenting sponsorship

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





OUR MAGAZINE PRINT AND DIGITAL EDITIONS

The premier lacrosse publication

NEW PRINT FORMAT: Full-color glossy, standard magazine size (8.5 inches wide x 11 inches high).

FREQUENCY: Published every other month, 6 times a year

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 to all subscribers, and every new issue is emailed to more than 13,500 email subscribers.

**NEW FOR 2021:
FULL-COLOR
GLOSSY MAGAZINE,
8.5 x 11 FORMAT**

Display advertising rates (per issue)

Size	1x	2-3x	4-5x	6x
2-Page Spread	\$4,900	\$4,700	\$4,600	\$4,400
Full Page	\$2,700	\$2,600	\$2,500	\$2,400
Half Page	\$1,800	\$1,700	\$1,600	\$1,500
Quarter Page	\$1,300	\$1,200	\$1,100	\$1,000
Eighth Page	\$800	\$700	\$600	\$500

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

Premium placement

Placement	Price
Inside Front Cover	\$3,500
Inside Back Cover	\$2,700
Back Cover	\$3,500

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 2021	DIVISION 1 COLLEGE PREVIEW • Men's and women's features, team capsules, players to watch and power rankings // PLUS: Division 2 college preview (men and women), prep schools, Women's National Team tryouts, State of the Game	Jan. 3, 2021	Jan. 10, 2021	Sticks and Heads Buyer's Guide	Jan. 3, 2021
March/April 2021	PREP SCHOOL PREVIEW • Boys and girls features, league previews, players to watch, power rankings // PLUS: An insider's guide to camps Division 3 college preview (men and women), D-1 features (men and women)	March 3, 2021	March 10, 2021	14th annual Summer Lacrosse Camp Guide	March 3, 2021
May/June 2021	SUMMER SHOWCASES • Showcase spotlight // PLUS: Prep schools and high schools in-season coverage, Cannons and Hammerheads previews, college features	May 3, 2021	May 10, 2021	Summer Showcases	May 3, 2021
July/August 2021	SALUTE TO THE HS CHAMPIONS • Features on compelling boys and girls high school champions, plus a page for all 6 states reviewing champions and top performers // PLUS: Prep and college features	July 3, 2021	July 10, 2021	Prep/High School Guide	July 3, 2021
September/ October 2021	CLUB LACROSSE • The state of club lax // PLUS: College features, prep features, club reports, pro coverage	Sept. 3, 2021	Sept. 10, 2021	Club Lacrosse Guide	Sept. 3, 2021
November/ December 2021	RECRUITING • Compelling stories from the college and prep school recruiting landscape // PLUS: Best of 2021, pros, colleges, State of the Game, Hangin' Out With	Nov. 3, 2021	Nov. 10, 2021	Holiday Gift Guide and Winter Tournament Guide	Nov. 3, 2021

EVERY ISSUE ALSO INCLUDES State of the Game by Chuck Jaffe, Around the Region and Hangin' Out With ...

NOTE: Editorial schedule subject to change.



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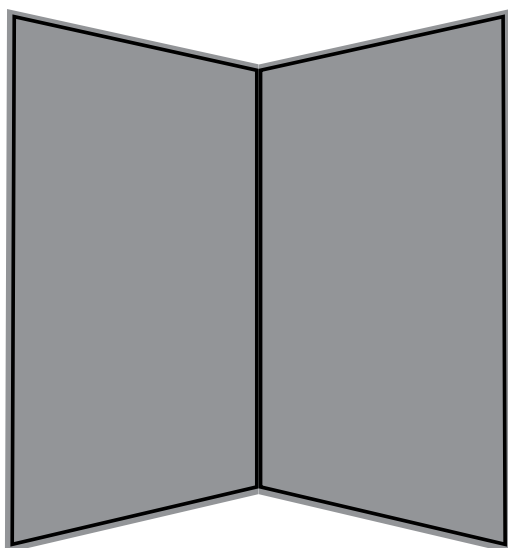
PRINT AD SPECS

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.

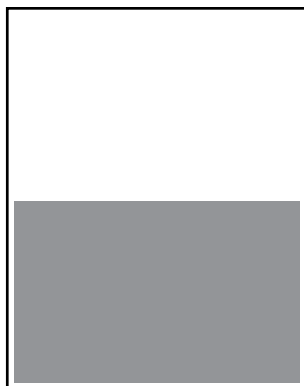
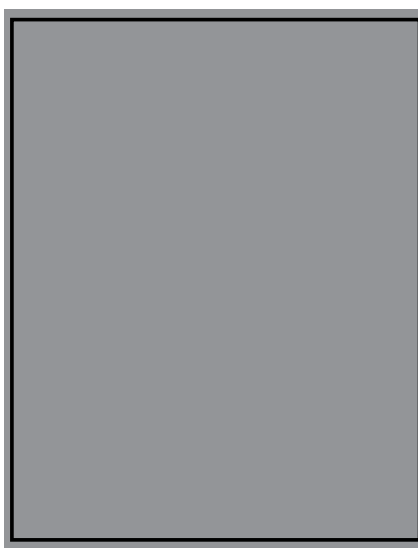
2-PAGE SPREAD (W/ BLEED)

17 inches x 11 inches
PLUS: Add 1/4-inch bleed on all sides for print ads

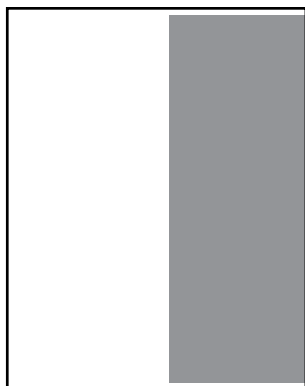


FULL-PAGE (W/ BLEED)

8.5 inches x 11 inches
PLUS: Add 1/4-inch bleed on all sides for print ads



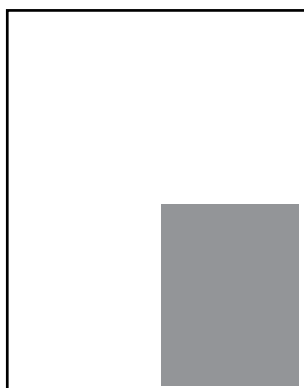
HALF-PAGE HORIZONTAL
7.5 inches x 4.75 inches



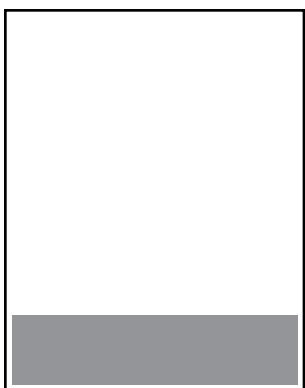
HALF-PAGE VERTICAL (SKYSCRAPER)
3.5 inches x 9.75 inches



EIGHTH-PAGE HORIZONTAL
3.5 inches x 2.25 inches



QUARTER-PAGE VERTICAL
3.5 inches x 4.75 inches



QUARTER-PAGE HORIZONTAL
7.5 inches x 2.25 inches

AD SUBMISSION GUIDELINES

- Bleed margin: Add .25" to all outside edges for full-page and spread 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

NELJ SUPPLEMENT Sponsored content from Disney Spring Training

ULTIMATE TEAM EXPERIENCE

■ Disney offers ideal environment for preseason training, bonding

It's become a treasured tradition in lacrosse: As players celebrate their championship victory with teammates and family, an excited group of players dressed in their team's colors, the MVP of the game takes to the TV camera and declares, "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 coveted wish complete by attending training at Disney Spring Training.

"They come here to practice," said Megan Sharpe, the marketing manager for ESPN Wide World of Sports Complex. "They come here to train and build camaraderie. There's something about training with your teammates and the staff 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 things 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 a king on the cake.

Disney Spring Training began offering lacrosse as an option in 2004 due to a strong increase in demand for the sport. Vlogs posted 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 get forth our Disney experience 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, build chemistry and enjoy the Disney parks.



putting up the teams at the airport to taking them to their resort and practice and games at ESPN Wide World of Sports Complex, we try to make every thing as seamless as possible. They're making one phone call to Disney to take care of a lot of these logistics."

Disney Spring Training accommodations at 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

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 want to go to their regional championships, that they want to be in the playoffs, because of their extra time on the field together. I've heard from coaches who directly attribute their success stories 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 travel and lodging, as well as a schedule of fun events.

"We have a fully functional ESPN Wide World of Sports Complex team that can provide travel photos and videos during their time here, and it's all at no cost to the team. We also can schedule full meals. These add-on experiences are available to teams that 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, entailing park-to-park 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, camp 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've heard from coaches now that say, 'I came here as a player in high school, I came in to be a coach and now I'm a coach and I need 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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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 can be for fun.

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

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

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NEW ENGLAND LACROSSE JOURNAL



Dave Arnold Photography

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