



DIGITAL | PRINT  
**MEDIA KIT**  
**2021**

Andrew Miller

# NEW YORK HOCKEY JOURNAL

*Covering New York/  
New Jersey/Connecticut*





Wavelength Photography/Portledge School

## 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 2009, New York Hockey Journal has delivered the region's most interesting hockey stories to one of the world's most knowledgeable, dedicated, passionate audiences of hockey players, parents, coaches, fans and decision-makers.

The New York/New Jersey/Connecticut region 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 York Hockey Journal has it

covered like no other publication.

With a team of best-in-class writers and photographers, New York 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, from the Met Area to Long Island to upstate and western New York and all of New Jersey and Connecticut.





Eldon Lindsay/Cornell Athletics

# OUR COMMUNITY

## Demographics

New York 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 \$300K or more, and two-thirds of readers have an annual household income of \$150K 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

- 98% of readers rate the print edition as excellent or good
- 92% of readers rate the digital edition as excellent or good
- 75% of our readers access our content on a mobile device
- More than 75% of readers are more likely to make a purchase from an advertiser
- 98% of readers would recommend NYHJ to a friend

## Social media community

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



@NYHockeyJournal



/NYHockeyJournal

NYHOCKEYJOURNAL.COM



# OUR WEBSITE

## NYHOCKEYJOURNAL.COM

### Our enhanced digital experience

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

**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 NYHJ 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 hockey content we can provide.

**THE AUDIENCE:** The reader response to our website has been positive, attracting subscribers from all over North America, including players, parents and coaches. 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 growing. Here's a look at readership totals and device preference:

| Monthly readership |  | Total  | Device  | Reader % |
|--------------------|--|--------|---------|----------|
| Pageviews          |  | 14,715 | Mobile  | 70%      |
| Unique visitors    |  | 7,711  | Desktop | 25%      |
|                    |  |        | Tablet  | 5%       |

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

# DIGITAL ADVERTISING

We offer a variety of digital advertising opportunities to reach our highly targeted and engaged hockey audience on NYHockeyJournal.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 \$1,250.

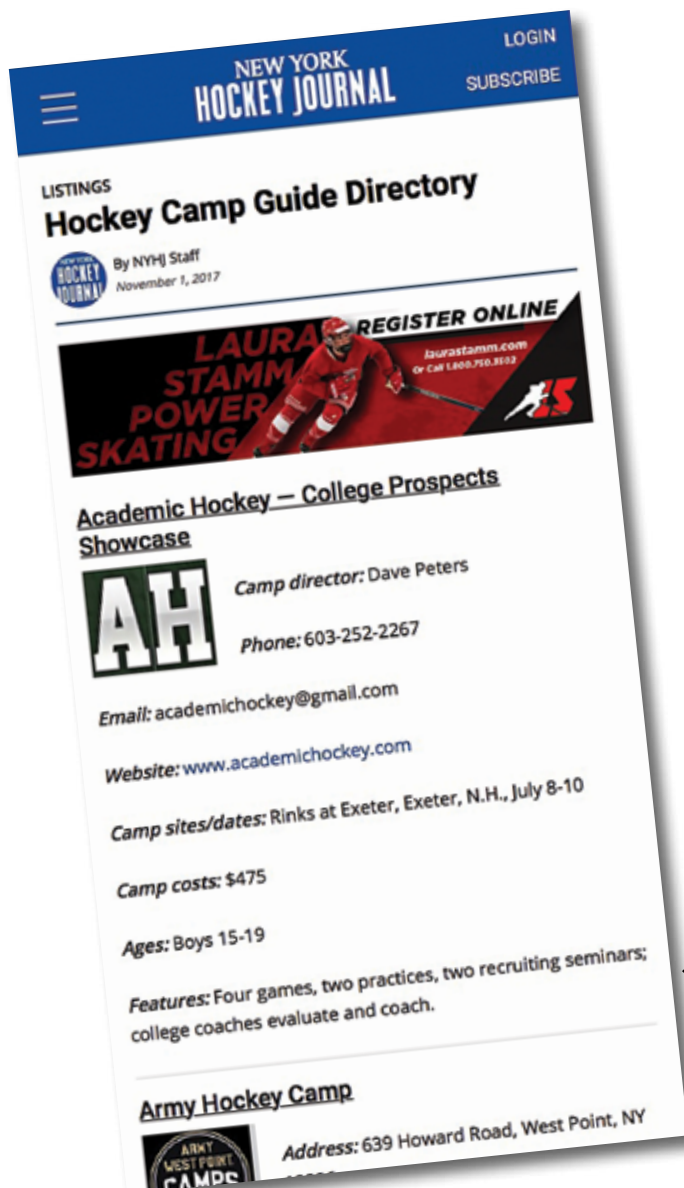
### DESKTOP/TABLET AD

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@NYHockeyJournal.com](mailto:ads@NYHockeyJournal.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 — NYHJ Insider — is deployed multiple times a week to our list of more than 5,000 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 NYHockeyJournal.com and allow advertisers to drive traffic directly to their own websites.

## Newsletter advertising

The NYHJ 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

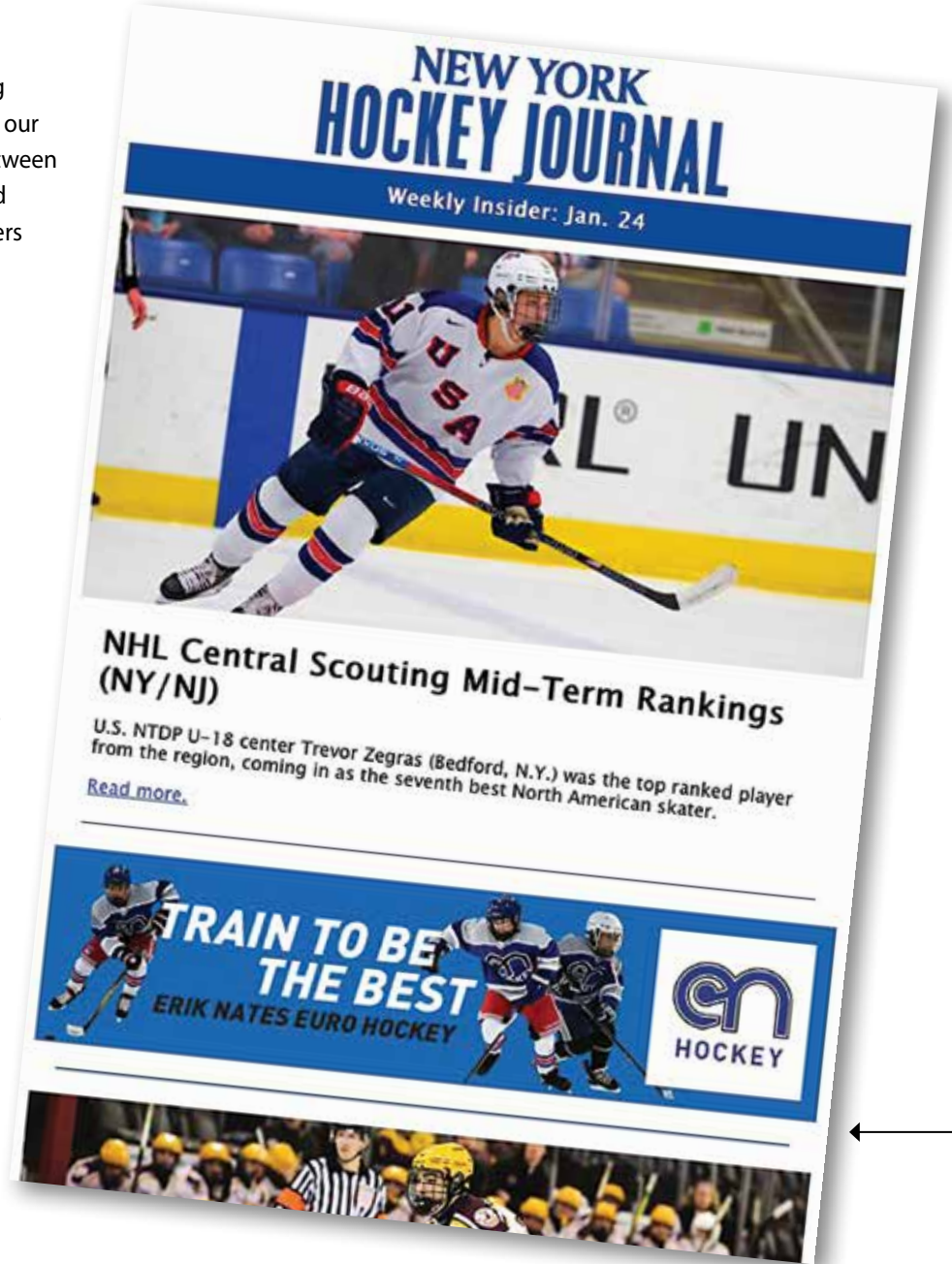
Newsletter ad rates are quoted upon request and are based on frequency and positioning. One example: A normal newsletter ad for one month — including a minimum of four email deployments — would cost \$499.

## Presenting sponsorship

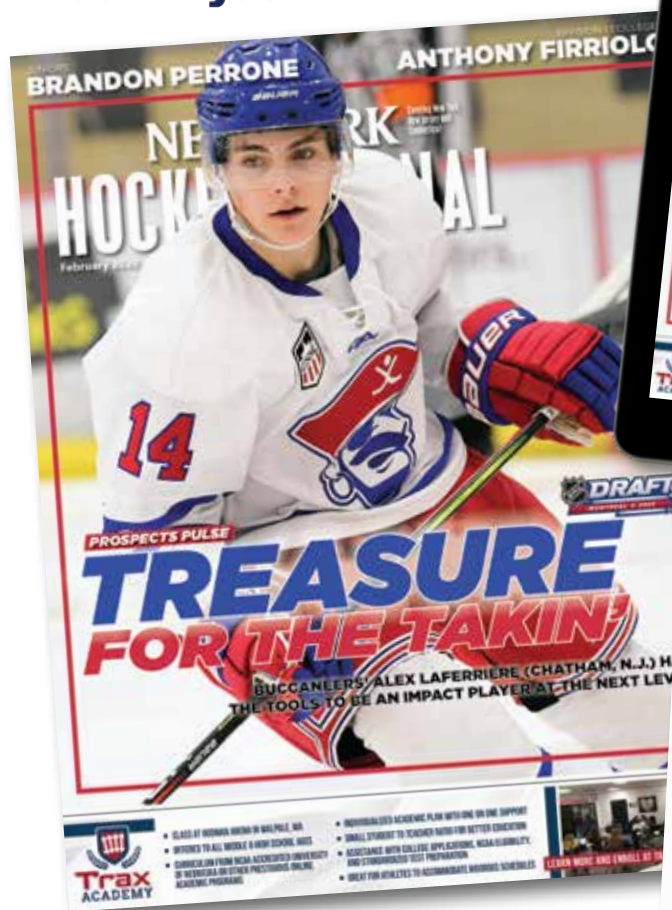
Ask us about exclusive opportunities to sponsor the NYHJ Insider newsletter, which includes special branding ("Presented by" and your logo at the top of the newsletter), as well as the 800 x 200 newsletter ad. We also offer sponsored content opportunities upon request.

## NEWSLETTER AD

800 x 200 pixels



# NEW YORK HOCKEY JOURNAL



## OUR MAGAZINE PRINT AND DIGITAL EDITIONS

### The premier hockey publication

**HISTORY:** Published continuously since January 2011.

**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 of every issue are distributed to hockey rinks, training facilities and select hockey retailers throughout New York, New Jersey and Connecticut (Fairfield County), where our loyal readers seek out and pick up every issue.

**DIGITAL FORMAT:** Responsive digital edition on the NYHJ 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 5,000 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.

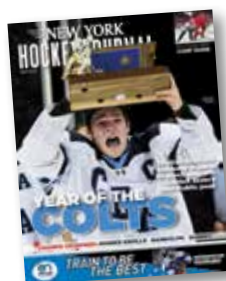
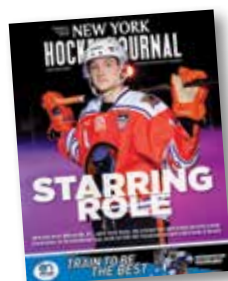
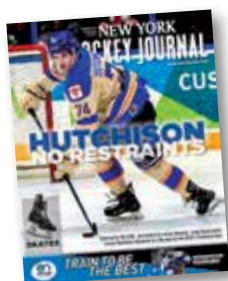
### Premium placement

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

NYHOCKEYJOURNAL.COM



# EDITORIAL CALENDAR



**OUR MAGAZINE CONTENT** covers every level of hockey in New York, New Jersey and Connecticut with inspirational and informative stories and with a special emphasis on prospects, preps, recruiting, commits, colleges and the pro process. 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>January/February 2021</b>  | <b>HOCKEY STICKS GUIDE</b> • What's new in stick tech // PLUS: The new path, post-COVID; D-1 college superlatives  | Jan. 20, 2021  | Jan. 25, 2021  | <b>Hockey Sticks</b>            | Jan. 20, 2021  |
| <b>March/April 2021</b>       | <b>HOCKEY CAMPS GUIDE</b> • How 2021 camps will reinvent the summer experience // PLUS: The Beanpot that wasn't; Prospects Pulse; Juniors; Preps; NHL New York   | March 20, 2021 | March 25, 2021 | <b>Hockey Camps</b>             | March 20, 2021 |
| <b>May/June 2021</b>          | <b>NYHJ'S AWARDS ISSUE/ 2021 FROZEN FOUR</b> • NYHJ recognizes our top players and coaches for men, women, boys and girls, across preps, high schools, juniors and colleges // PLUS: N.Y., N.J., Conn., in full force at the Frozen Four | May 20, 2021   | May 25, 2021   | <b>NYHJ Awards Issue</b>        | May 20, 2021   |
| <b>July/August 2021</b>       | <b>COLLEGE HOCKEY RECRUITING ISSUE/ 11TH ANNUAL PREP/HIGH SCHOOL GUIDE</b> • Recruiting how-to tips; list of recruits to Division I // PLUS: NHL Entry Draft recap; draft diary  | July 20, 2021  | July 25, 2021  | <b>Prep/High School Guide</b>   | July 20, 2021  |
| <b>September/October 2021</b> | <b>DIV. 1 COLLEGE SEASON PREVIEW</b> • Team-by-team capsules for Hockey East, ECAC Hockey, Atlantic Hockey // PLUS: Outdoor hockey; backyard rink buyer's guide  | Sept. 20, 2021 | Sept. 25, 2021 | <b>Backyard Rinks</b>           | Sept. 20, 2021 |
| <b>November/December 2021</b> | <b>PREP &amp; HIGH SCHOOL SEASON PREVIEW</b> • Team-by-team prep school capsules and state-by-state high school previews // PLUS: Hockey East, ECAC, Atlantic  | Nov. 20, 2021  | Nov. 25, 2021  | <b>Hockey Skates</b>            | Nov. 20, 2021  |

**EVERY ISSUE ALSO INCLUDES** Prospects Pulse, Juniors, NHL New York, Over the Borders, Around the Region and Hangin' Out With ...

NOTE: Editorial schedule subject to change.





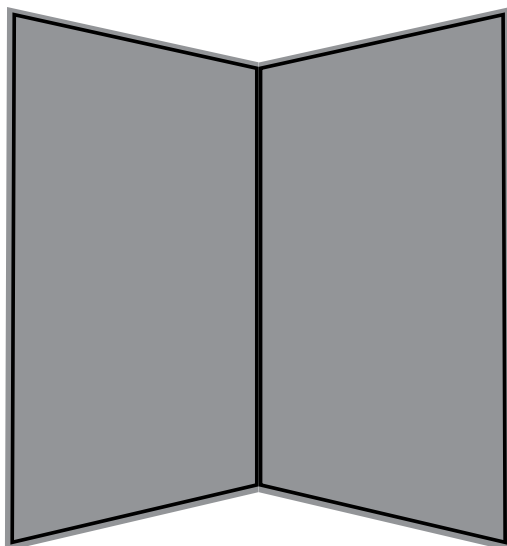
# PRINT AD SPECS

NEW YORK  
HOCKEY 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.

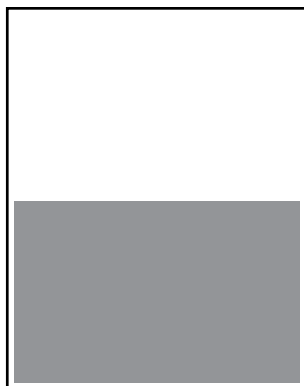
## 2-PAGE SPREAD (W/ BLEED)

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

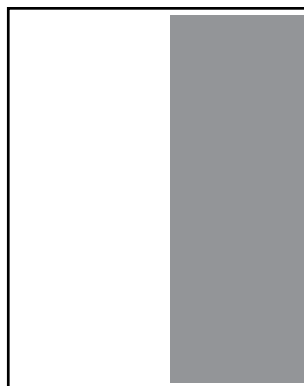


## FULL-PAGE (W/ BLEED)

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



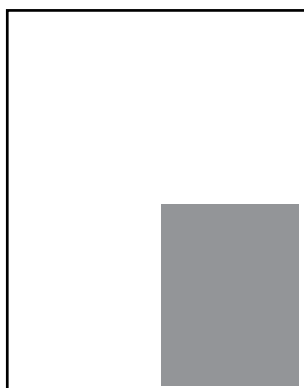
**HALF-PAGE HORIZONTAL**  
7.5 inches x 4.75 inches



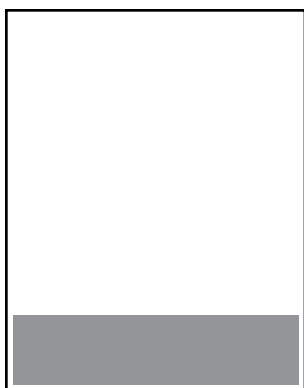
**HALF-PAGE VERTICAL (SKYSCRAPER)**  
3.5 inches x 9.75 inches



**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@NYHockeyJournal.com](mailto:ads@NYHockeyJournal.com)

# OUR PODCAST



New England Hockey Journal reaches the pulse of the region's hockey scene in a vibrant new way, thanks to NEHJ's The Rink Shrinks podcast with hosts Brian Yandle and Mike Mottau. Each session features dynamic guests from across the sport's spectrum, serving up educational and humorous insight to help parents and players navigate their way through the process of raising a hockey player, while keeping it real, in hockey and in life.

Mottau won the Hobey Baker Award as the best player in college hockey as a senior at Boston College in 1999-2000 and played in the NHL for eight seasons. Yandle starred at Catholic Memorial before enjoying an outstanding four-year career at the University of New Hampshire and a five-year pro career.

Hockey fans are listening. NEHJ's The Rink Shrinks podcast exceeded 60,000 downloads within the first three months and was the No. 2 most popular hockey podcast in the United States (No. 8 in Canada) by late 2020.

Podcasting is the fastest-growing media platform in the world. In 2020, Seamans Media completed a state-of the art, onsite recording studio for podcast and video production. NEHJ's The Rink Shrinks is available on hockeyjournal.com and major streaming platforms such as Apple Podcasts, Spotify, Stitcher and TuneIn.

Seamans Media can write, produce and record all ad copy at a competitive rate. For advertising opportunities, contact: [advertising@hockeyjournal.com](mailto:advertising@hockeyjournal.com).

## New England Hockey Journal podcasts

New episodes drop every two weeks

### Session 8

- Brian Leetch

### Session 7

- Kevin Weekes, Zach Sanford

### Session 6

- Kevin Hayes

### Session 5

- Charlie Coyle, Mike Souza

### Session 4

- Noah Hanifin

### Session 3

- Keith Yandle, Derek Morris

### Session 2

- Ryan Shea

### Session 1

- Brian Boyle

## Advertising opportunities include:

### BAKED-IN PROMOS

- Your ad is part of the podcast content that the hosts read while the podcast is in progress. It lives within the content of the show for its lifetime.
- 60-second read (180 words); Cost: \$1,500
- 30-second read (90 words); Cost: \$875

### PRERECORDED PROMOS (Dynamically inserted)

- 60-second read (180 words); Cost: \$975
- 30-second read (90 words); Cost: \$700



## WHAT ADVERTISERS ARE SAYING:

“**The Rink Shrinks** are doing an awesome job promoting the Integral Hockey Boston brand and stick services. With their vast hockey experience and knowledge, they address present-day hockey issues and solutions in a fun way to my target market. Since we started advertising we have seen an increase in awareness, inquiries and sales.”

— Joe Bartel, owner, Integral Hockey Boston







# NEHJ: THE TV SHOW

New England Hockey Journal has been a ratings success in its first seven 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 3.7 million homes throughout New England and 4 million on NESN National. The show also is available on DirecTV, Dish Network and Roku.

**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 (minimum) a month, from October through April

## NEW ENGLAND HOCKEY JOURNAL

THE TV SHOW      EIGHTH SEASON

## 2020-21 MEDIA KIT

▶

**CLICK HERE TO VIEW  
THE NEHJ TV MEDIA KIT**

# JWHL ELEVATES WOMEN'S GAME

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



**H**ockey's most prominent women's league, the Junior Women's Hockey League (JWHL), is set to launch its 12th season in 2017-18. The league, which was founded in 2005, is the only North American league that provides a full-season, high-level competitive environment for female hockey players. The league's growth has been remarkable, with 12 teams now competing in the league, up from 10 in the previous season. The league's success is a testament to the growing popularity of women's hockey and the league's commitment to providing a high-quality playing experience for its players.

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## CLUB SPOTLIGHT Col State-Northridge

By Tom Joyce

**C**al State-Northridge's women's hockey team is looking to make a statement in its first season. The team, which is coached by head coach Jeff Gable, is looking to establish itself as a competitive force in the league. The team's success is a testament to the growing popularity of women's hockey and the league's commitment to providing a high-quality playing experience for its players.

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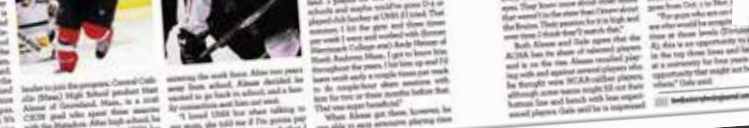
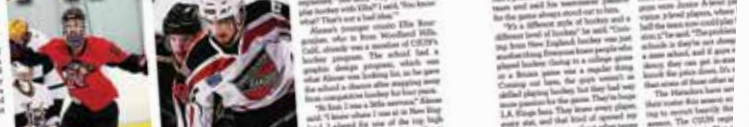
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## SYNTHETIC ICE Sponsored content



By Tom Joyce

**S**YNTHETIC ICE HAS CHANGED THE GAME. It's no longer just a novelty, it's a reality. The technology has advanced to the point where it's now possible to create a synthetic ice rink that is indistinguishable from a real one. This has opened up a whole new world of possibilities for hockey players and fans alike. The technology has allowed for the creation of synthetic ice rinks that are portable, easy to set up, and can be used in a variety of settings. This has made it possible for hockey players to practice on a synthetic ice rink at home, or for fans to watch a game on a synthetic ice rink at a local arena. The technology has also allowed for the creation of synthetic ice rinks that are designed to look like a real one, complete with a glass enclosure and a scoreboard. This has made it possible for fans to watch a game on a synthetic ice rink at a local arena, or for players to practice on a synthetic ice rink at home.

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# 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

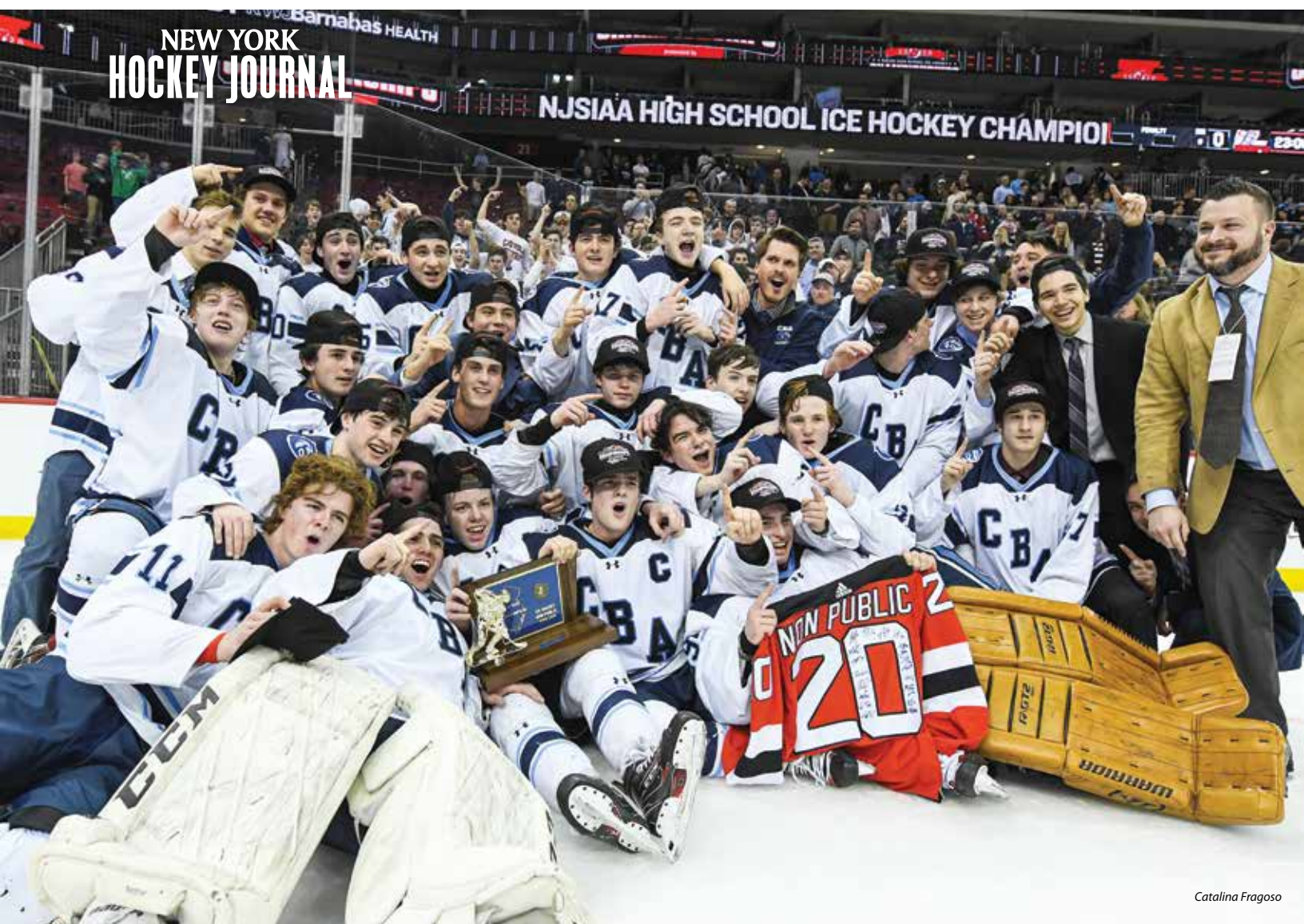
## Sponsorship includes:

- ▶ 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





Catalina Fragoso

# CONTACT US

## FOR ADVERTISING OPPORTUNITIES, CONTACT:

### PUBLISHER

Eric Seamans | 857-267-2404 | [eric@NYHockeyJournal.com](mailto:eric@NYHockeyJournal.com)

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Nick Williams | 857-267-2408 | [nick@NYHockeyJournal.com](mailto:nick@NYHockeyJournal.com)