

DIGITAL | PRINT | TV | PODCAST

MEDIA KIT 2021



Dave Arnold/New England Hockey Journal

NEW ENGLAND HOCKEY JOURNAL

CELEBRATING 25 YEARS: 1996-2021





Leon Nguyen/AIC 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 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 eighth season — reaches an even wider audience of highly educated, affluent hockey families with spending power: 3.7 million people in New England and another 4 million on NESN National for a total of 7.7 million homes.

Aimed at hockey players and parents of all ages, NEHJ's The Rink Shrinks podcast with Brian Yandle and Mike Mottau exceeded 60,000 downloads in the first three months and was the No. 2 most popular hockey podcast in the United States (No. 8 in Canada) by late 2020.



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 \$400K or more, and two-thirds of readers have an annual household income of \$200K 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

- 70% of our readers access our content on a mobile device
- 88% of readers rate the print edition as excellent or good
- 93% of readers rate the digital edition as excellent or good
- 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, Facebook and Instagram shares and extends our content to thousands of followers and fans.

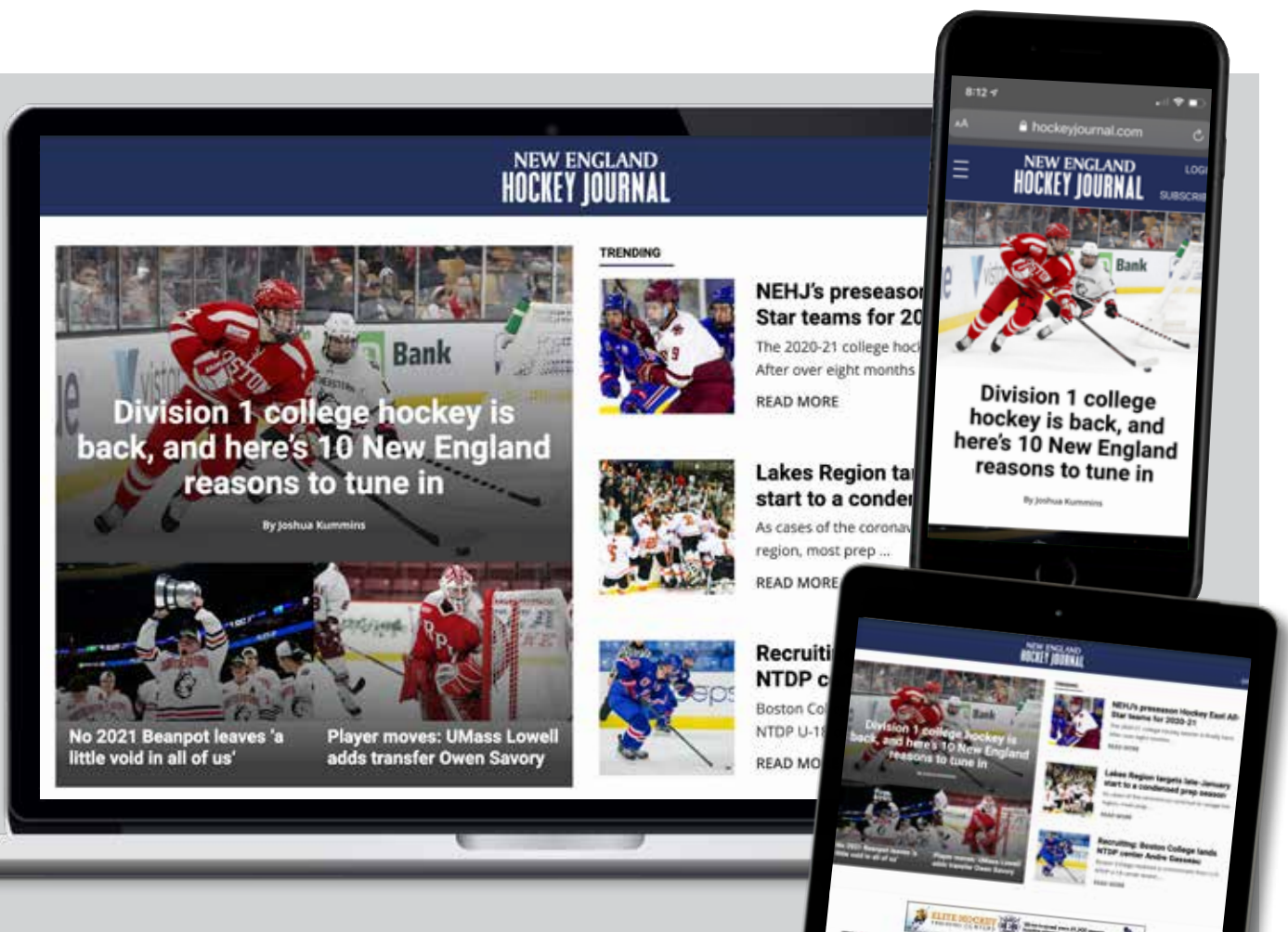
@NEHockeyJournal

/HockeyJournal

/newenglandhockeyjournal



HOCKEYJOURNAL.COM



OUR WEBSITE

HOCKEYJOURNAL.COM

Our enhanced digital experience

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

THE CONTENT: Our website offers 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 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 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 \$1.2 million. More than 50 percent of our audience is between the ages of 30 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	131.2K	Mobile	67%
Unique visitors	36K	Desktop	26%
		Tablet	7%

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

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 9,000 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

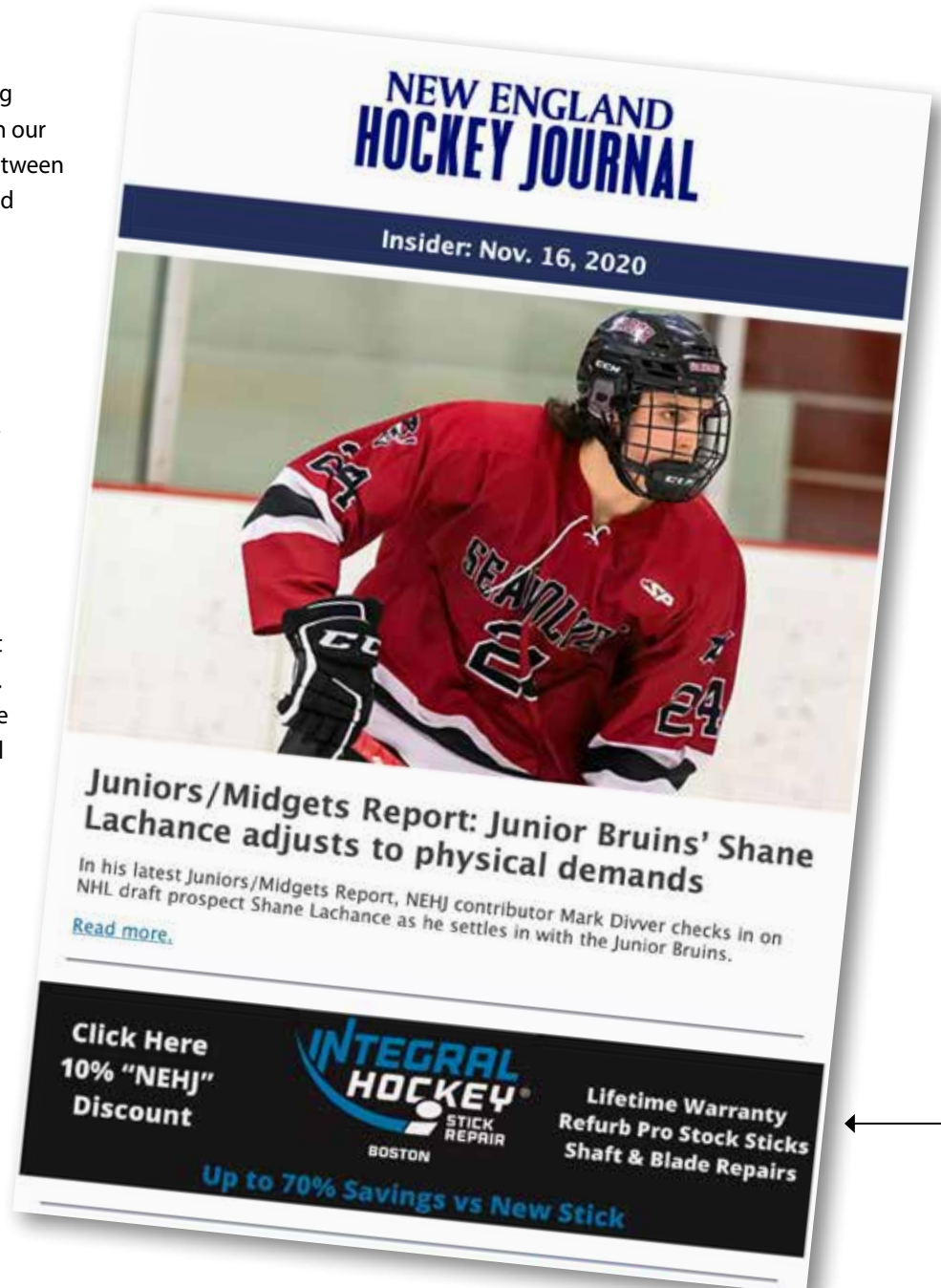
Newsletter ad rates are quoted upon request and are based on frequency and positioning. One example: A normal newsletter ad for one month — including a minimum of four email deployments — would cost \$899.

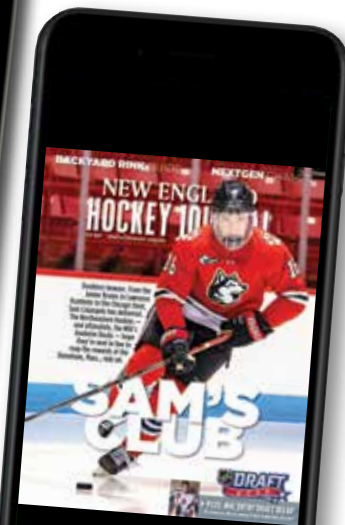
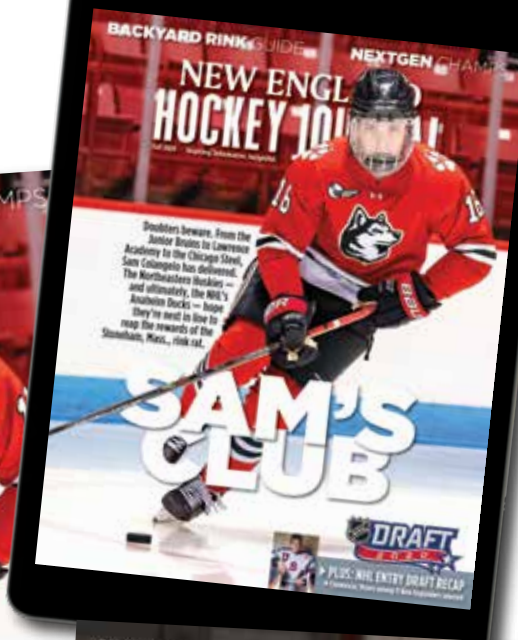
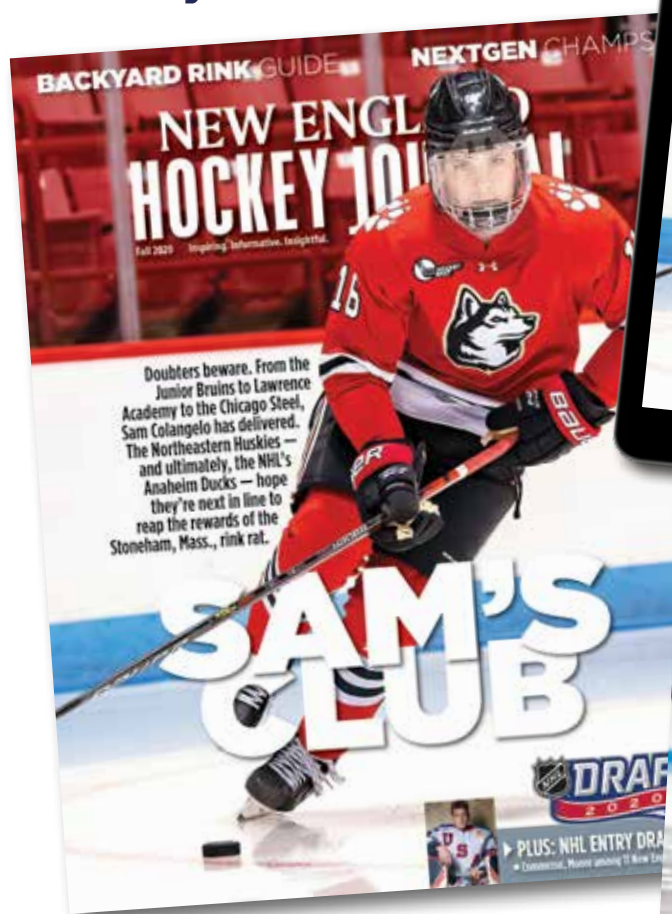
Presenting sponsorship

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





OUR MAGAZINE PRINT AND DIGITAL EDITIONS

The premier hockey publication

HISTORY: Published continuously since January 1996.

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, complimentary copies of every issue are distributed to rinks, training facilities and select hockey retailers throughout New England. Through our partnership program with leagues and organizations, the magazine also is distributed to active hockey players and their families.

DIGITAL FORMAT: Responsive digital edition on the NEHJ 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 9,000 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

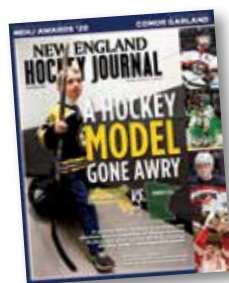
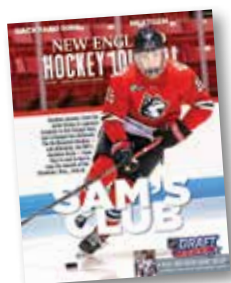
All print ads are included in the digital edition with ad link.

Premium placement

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

EDITORIAL CALENDAR

NEW ENGLAND
HOCKEY JOURNAL



OUR MAGAZINE CONTENT covers every level of hockey in New England 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
January/ February 2021	HOCKEY STICKS GUIDE • What's new in stick tech // PLUS: The new path, post-COVID; D-1 college superlatives	Jan. 10, 2021	Jan. 15, 2021	Hockey Sticks	Jan. 10, 2021
March/April 2021	HOCKEY CAMPS GUIDE • How 2021 camps will reinvent the summer experience // PLUS: The Beanpot that wasn't; Prospects Pulse; Juniors; Preps; NHL New England	March 10, 2021	March 15, 2021	Hockey Camps	March 10, 2021
May/June 2021	NEHJ'S AWARDS ISSUE/ 2021 FROZEN FOUR • NEHJ recognizes our top players and coaches for men, women, boys and girls, across preps, high schools, juniors and colleges // PLUS: New England in full force at the Frozen Four	May 10, 2021	May 15, 2021	NEHJ Awards Issue	May 10, 2021
July/August 2021	COLLEGE HOCKEY RECRUITING ISSUE/ 17TH ANNUAL PREP/HIGH SCHOOL GUIDE • Recruiting how-to tips; list of recruits to Division I // PLUS: NHL Entry Draft recap; draft diary	July 10, 2021	July 15, 2021	Prep/High School Guide	July 10, 2021
September/ October 2021	DIV. 1 COLLEGE SEASON PREVIEW • Team-by-team capsules for Hockey East, ECAC Hockey, Atlantic Hockey // PLUS: Outdoor hockey; backyard rink buyer's guide	Sept. 10, 2021	Sept. 15, 2021	Backyard Rinks	Sept. 10, 2021
November/ December 2021	PREP & HIGH SCHOOL SEASON PREVIEW • Team-by-team prep school capsules and state-by-state high school previews // PLUS: Hockey East, ECAC, Atlantic	Nov. 10, 2021	Nov. 15, 2021	Hockey Skates	Nov. 10, 2021

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

NOTE: Editorial schedule subject to change.

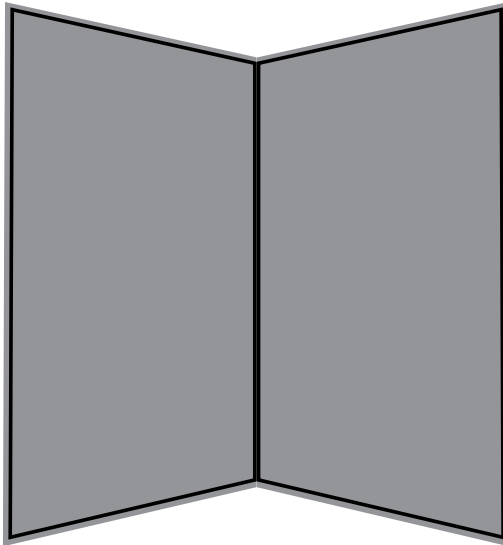


PRINT AD SPECS

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.

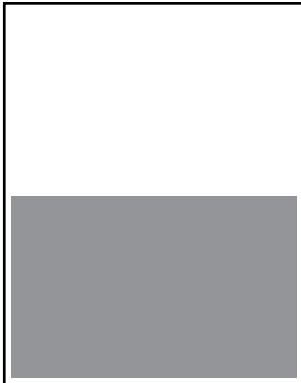
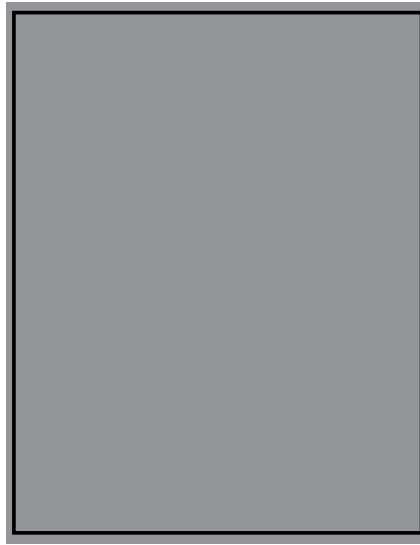
2-PAGE SPREAD (W/ BLEED)

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



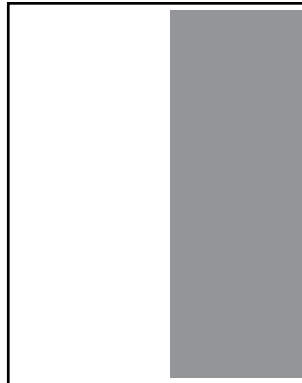
FULL-PAGE (W/ BLEED)

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



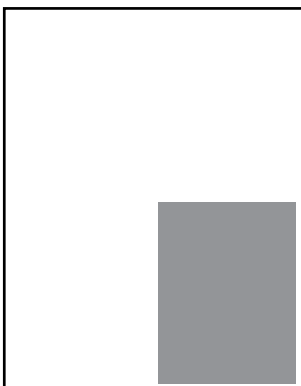
HALF-PAGE VERTICAL (SKYSCRAPER)

3.5 inches x 9.75 inches



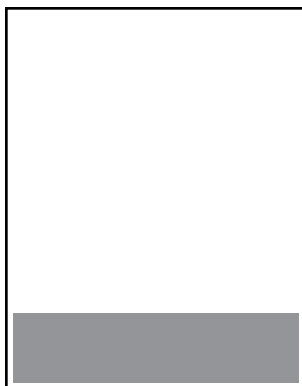
EIGHTH-PAGE HORIZONTAL

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@hockeyjournal.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 115,000 downloads for the first 11 episodes 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.

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



JWHL ELEVATES WOMEN'S GAME

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

Hockey has long been a male-dominated sport, but the Junior Women's Hockey League (JWHL) is changing that. The league, which was founded in 2002, now boasts 12 teams across North America, providing a platform for young women to showcase their talent and develop their skills. The league's growth is a testament to the increasing popularity of women's hockey and the desire for more opportunities for female players.



CLUB SPOTLIGHT Col State-Northridge

By Tom Ayres

Col State-Northridge is a hockey team that competes in the Western Hockey League (WHL). The team is based in Northridge, California, and is known for its strong performance on the ice. The team's success is a result of the dedication and hard work of its players and coaches.



PIPELINE TO THE EAST



The Col State-Northridge hockey team is a pipeline to the East, providing a pathway for young women to develop their skills and compete at a high level. The team's success is a testament to the dedication and hard work of its players and coaches.

NEHJ BUYER'S GUIDE Team Uniforms

Presented by CHAMPIONS CHOICE

A win-win relationship



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



Champion's Choice is a company that provides team uniforms for youth and scholastic teams. The company is proud to be a partner with Adidas, which is set to outfit the NHL. Champion's Choice is committed to providing high-quality uniforms that help teams look professional and perform at their best.

BRANDED EDITORIAL SPONSORSHIP

Promote your company or organization

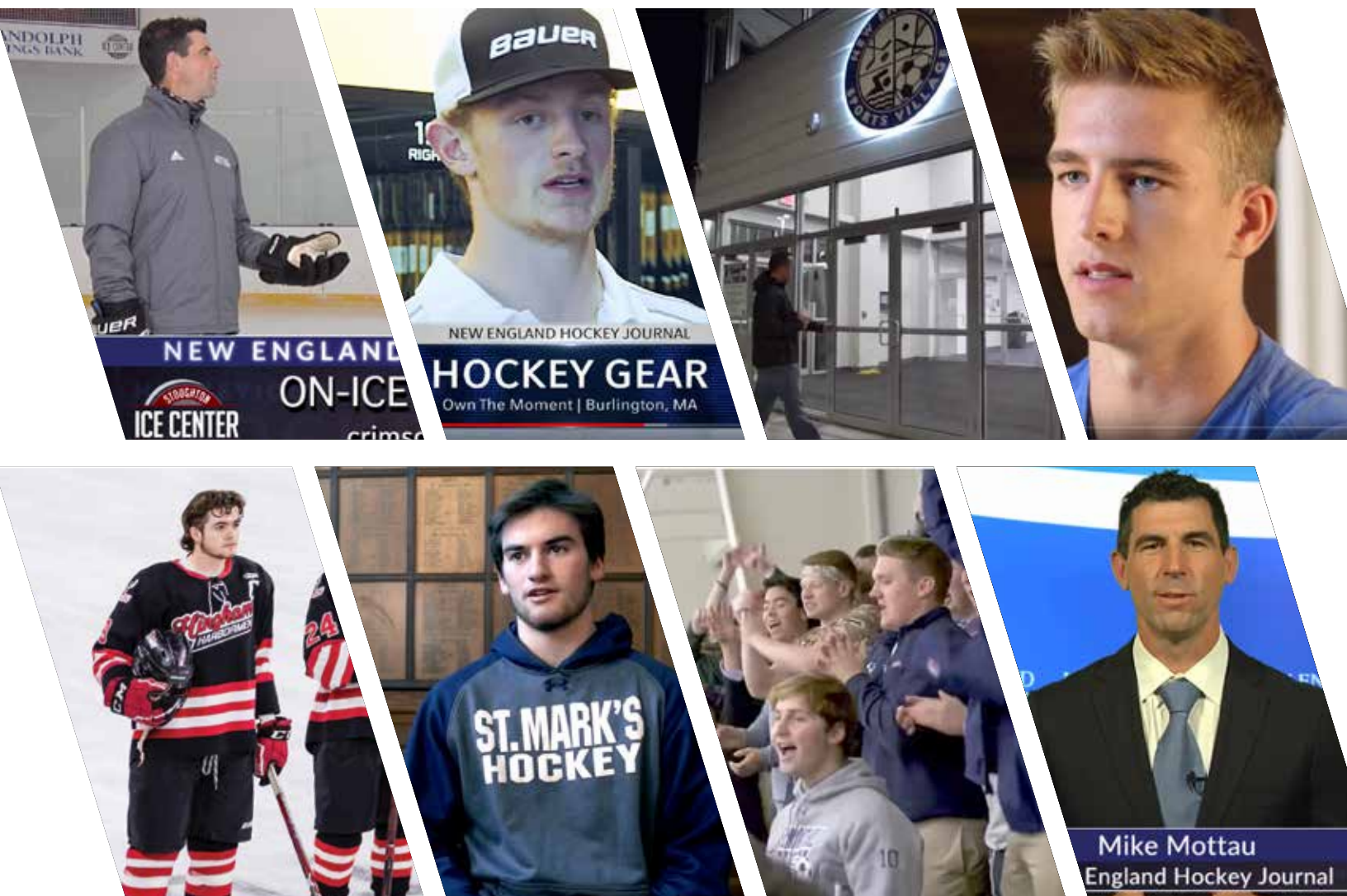
NEHJ/Seamans Media will write, edit and design an 800- to 1,000-word branded editorial experience presented as sponsored content about your company or organization, which will appear in our print and digital editions

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



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.

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**

NEW ENGLAND HOCKEY JOURNAL



Getty Images

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SeamansMedia
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