

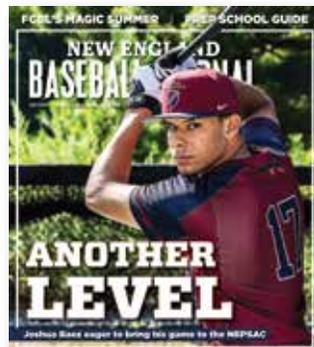
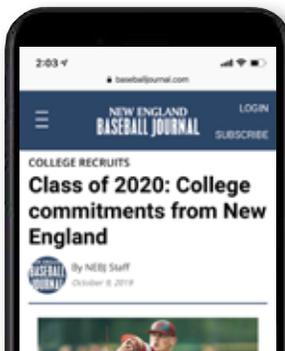
DIGITAL | PRINT | PODCAST

MEDIA KIT 2021



Dave Arnold/New England Baseball Journal

NEW ENGLAND BASEBALL JOURNAL



NEW ENGLAND BASEBALL JOURNAL



Dave Arnold/New England Baseball Journal

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 2010, New England Baseball Journal has delivered the region's most compelling and interesting baseball content to one of the world's most knowledgeable, dedicated, passionate audiences of baseball 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 baseball-related products and services, and New England Baseball

Journal has it covered like no other brand.

With a team of best-in-class writers and photographers, New England Baseball Journal — including our subscription-based website, our print/digital magazine and podcast — has become the must-follow source for compelling baseball coverage, from recruiting and prep and high schools to colleges and summer collegiate leagues to our region's major-league and minor-league players.

BASEBALLJOURNAL.COM



Dave Arnold/New England Baseball Journal

OUR COMMUNITY

Demographics

New England Baseball Journal is aimed directly at the key audience baseball brands want to reach: baseball 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 a quarter of readers have an annual household income of \$200K or more, and 53 percent of readers have an annual household income of \$100K or more.

SPENDING HABITS: 34 percent of readers spend \$5,000 or more on baseball annually; and more than half of readers spend \$2,500 or more.

EDUCATION: More than 60 percent of our readers have a bachelor's degree or higher.

(All data based on third-party reader survey)

Readership habits

- 89% of readers rate NEBJ as excellent or good
- 75% 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
- 100% of readers would recommend NEBJ 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.

@NE_Baseball

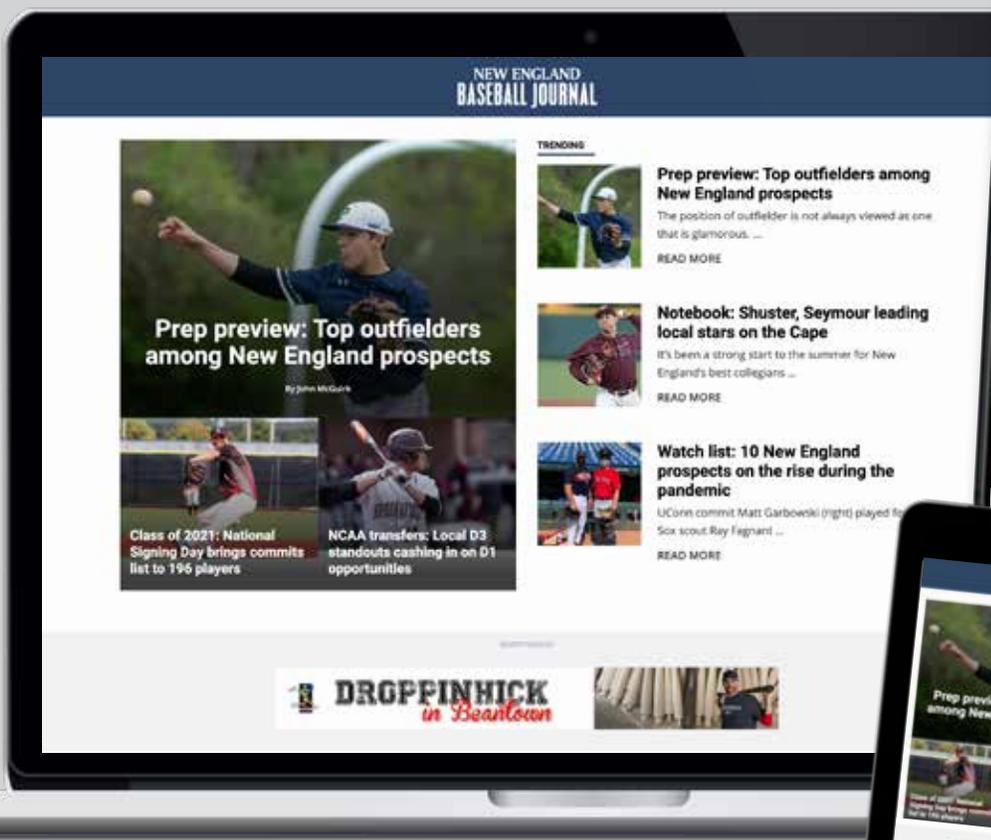


/BaseballJournal



/new_england_baseball_journal





OUR WEBSITE BASEBALLJOURNAL.COM

Our enhanced digital experience

THE SITE: Relaunched in 2019, the NEBJ website offers an engaging mobile-friendly platform for players, parents, coaches and fans to follow every level of baseball in New England.

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

THE SUBSCRIPTION PLANS: The NEBJ website 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 baseball 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, MLB scouts and executives. Our affluent audience also generally has high incomes with average home values in excess of \$700,000. More than 50 percent of our audience is between the ages of 35 and 54.

THE TRAFFIC: In two years, NEBJ site traffic has been impressive. Here's a look at readership totals and device preference:

Monthly Readership	Total	Device	Reader %
Pageviews	85K	Mobile	71%
Unique visitors	24K	Desktop	25%
		Tablet	4%

DIGITAL ADVERTISING

We offer a variety of digital advertising opportunities to reach our highly targeted and engaged baseball audience on baseballjournal.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 \$1,500.



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@baseballjournal.com

Digital directory listings

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

Directory	Cost
Baseball camps	\$599 annually
Baseball tryouts	\$599 annually
Baseball tournaments	\$599 annually

OUR NEWSLETTER

Our free email newsletter — NEBJ 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 baseballjournal.com and allow advertisers to drive traffic directly to their own websites.

Newsletter advertising

The NEBJ 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 NEBJ 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 BASEBALL JOURNAL



OUR MAGAZINE PRINT AND DIGITAL EDITIONS

The premier baseball publication

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

PRINT DISTRIBUTION: In addition to home delivery to our paid subscribers, complimentary copies of every issue are distributed to baseball teams, retailers and training facilities throughout New England, where our loyal readers seek out and pick up every issue.

DIGITAL FORMAT: Responsive digital edition on the NEBJ 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	2x	3x	4x
2-Page Spread	\$4,900	\$4,700	\$4,600	\$4,400
Full Page	\$2,600	\$2,500	\$2,400	\$2,300
Half Page	\$1,800	\$1,700	\$1,600	\$1,500
Quarter Page	\$1,200	\$1,100	\$1,000	\$900
Eighth Page	\$800	\$700	\$600	\$500

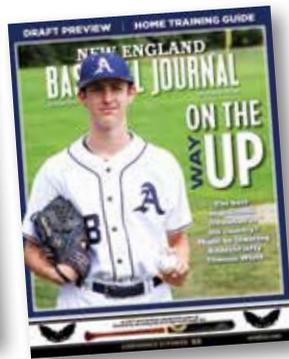
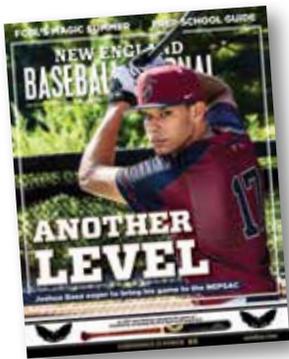
All print ads are included in the digital edition with ad link.

Premium placement

Placement	Price
Inside Front Cover	\$3,000
Inside Back Cover	\$2,600
Back Cover	\$3,000

EDITORIAL CALENDAR

NEW ENGLAND BASEBALL JOURNAL

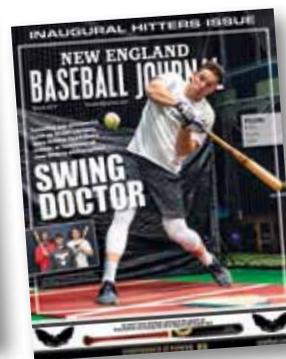
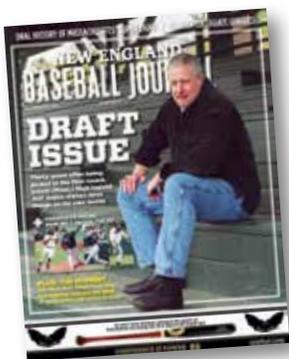


OUR MAGAZINE CONTENT covers every level of baseball in New England with inspirational and informational stories and with a special emphasis on recruiting, prep school and college baseball. Our theme issues, annual guides and buyer's guides always are particularly successful with readers and advertisers alike.

ISSUE	EDITORIAL HIGHLIGHTS	AD CLOSE	MATERIALS DUE	BUYER'S GUIDES & SPECIAL ISSUES	INFO DUE
Winter 2021	THE COLLEGE ISSUE , including enterprise college cover story, Division 1 feature, Division 2 feature, Division 3 feature and Prospects Pulse // PLUS: Prep school feature, travel ball series and baseball bats	Jan. 15, 2021	Jan. 25, 2021	Bats Buyer's Guide	Jan. 15, 2021
Spring 2021	THE PREP AND HIGH SCHOOL ISSUE , including enterprise prep school cover story, high school feature and Prospects Pulse // PLUS: College features (Divisions 1, 2 and 3), MLB draft preview, travel ball series fielding gloves and Summer Baseball Camp Guide	April 1, 2021	April 10, 2021	12th annual Summer Baseball Camp Guide and Fielding Gloves Buyer's Guide	April 1, 2021
Summer 2021	THE CHAMPIONS AND PLAYERS OF THE YEAR ISSUE , including coverage of the prep school champions and the MIAA Super 8 champ, plus NEBJ's Prep and College Players and Coaches of the Year // PLUS: MLB draft coverage (including New Englanders selected), Cape Cod Baseball League, NECBL, FCBL, travel ball series and Prep School Guide	June 20, 2021	July 1, 2021	5th annual Prep School Guide and Training Accessories Buyer's Guide	June 20, 2021
Fall 2021	THE BEST OF NEW ENGLAND BASEBALL ISSUE , including awards on the region's top teams, players, coaches, trainers, ballparks and more // PLUS: College recruiting enterprise feature, 2022 MLB draft prospects, travel ball series, Indoor Training Guide and Holiday Gift Guide	Oct. 10, 2021	Oct. 20, 2021	Holiday Gift Guide and Indoor Training Guide	Oct. 10, 2021

EVERY ISSUE ALSO INCLUDES: Recruiting by Wayne Mazzoni, Around the Region, MLB New England and Hangin' Out With ...

NOTE: Editorial schedule subject to change.

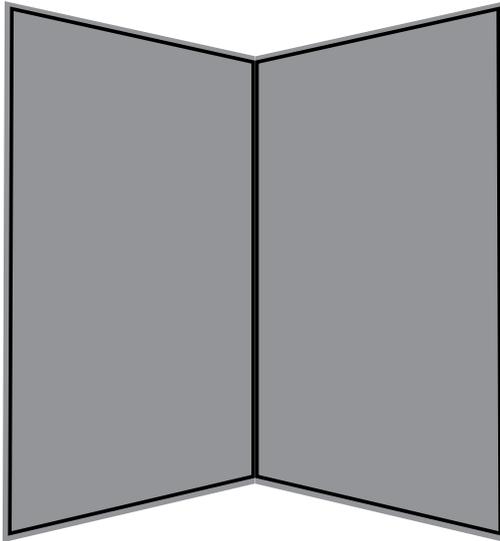


PRINT AD SPECS

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.

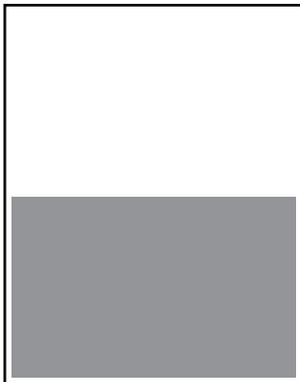
2-PAGE SPREAD (W/ BLEED)

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



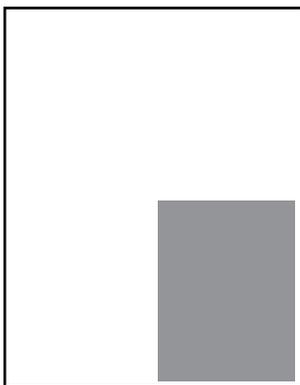
HALF-PAGE HORIZONTAL
7.5 inches x 4.75 inches



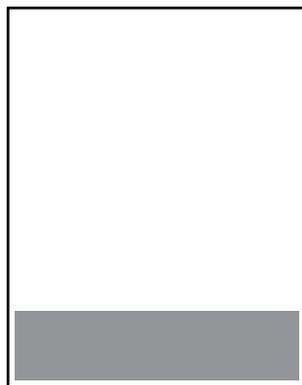
HALF-PAGE VERTICAL (SKYSCRAPER)
3.5 inches x 9.75 inches



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@baseballjournal.com

OUR PODCAST



New England Baseball Journal reaches the pulse of the region's baseball scene in a vibrant new way, thanks to the New England Baseball Journal podcast with Dan Guttenplan. Each episode features dynamic guests from across the sport's spectrum, with a focus on prospects. Podcasting is the fastest-growing media platform in the world. In 2020, Seamans Media completed a state-of-the-art, onsite audio recording studio for podcast production. The New England Baseball Journal podcast is available on baseballjournal.com and on major streaming platforms such as Apple Podcasts, Spotify, Stitcher and TuneIn.

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.

PRERECORDED PROMOS

- 30-second read (dynamically inserted/prerecorded)
- 60-second read (dynamically inserted/prerecorded)

Seamans Media can write, produce and record all ad copy at a competitive rate. For advertising opportunities, contact: advertising@baseballjournal.com.



New England Baseball Journal podcasts

New episodes streaming regularly

Episode 7

■ Phillips Andover coach Kevin Graber and Brewers scout Ty Blankmeyer

Episode 6

■ North Attleboro RHP Dennis Colleran and UMass Lowell coach Ken Harring

Episode 5

■ MLB season preview with Red Sox beat writer Rob Bradford

Episode 4

■ Seattle Mariners pitcher Justin Dunn and Boston College coach Mike Gambino

Episode 3

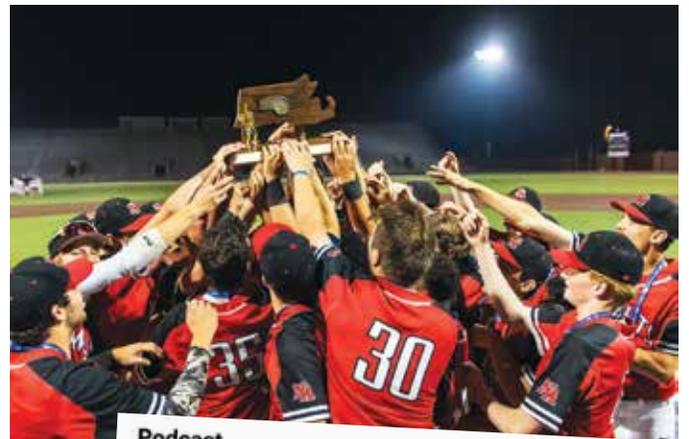
■ Northeastern head coach Mike Glavine and Boston College pro prospect Sal Frelick

Episode 2

■ Boston Red Sox regional scouting director Ray Fagnant and North East Baseball founder Scott Patterson

Episode 1

■ Futures League Commissioner Joe Paolucci and NEBJ editor Mike Zhe



THE SOCIAL SHOWCASE

■ Firecracker Baseball helps build relationships

The most enjoyable part of watching baseball always is great talent, but it's not the only aspect that makes the sport America's greatest. There's the atmosphere of being outdoors on a nice summer day. The love between pitchers and batters, the camaraderie with fans sitting nearby. There's the social aspect that makes baseball so much more than just a game. That's what makes Firecracker Baseball a premier showcase event for baseball teams.



"We believe that we not only play baseball but creating relationships on and off the field," said Mark Cooke, the owner and president of Firecracker Baseball. "We always had a passion for helping people enjoy their lives. I wanted our fans to be different. We do something different with the social events. Some of these people, I've seen since I was 17 and I've known them for 32 years."

With Firecracker Baseball, Cooke — also an assistant baseball coach at Johnson and Wales University — was able to combine his loves of baseball and helping people. Cooke said Firecracker Baseball was founded 11 years ago when he was coaching an American Legion team. He said the idea didn't have much in the way of equipment in regard to the stacked-roofed brick building tournament and the four of July. He said he teams signed up, and he was able to buy the kids batting practice caps and T-shirts.

The tournament has exploded in size over the next couple years and now there are three tournaments and college showcase events that take place prior to the tournaments for coaches to get a look at as many players as possible. According to Cooke, Firecracker Baseball hosted 200 teams at five events alone in 2018.

National organizations, Austin-CO-Cent of Indiana, Mass., New York Yankees organization, Joe Neapolitano (Philly, N.J., New York Mets organization), and Philo Sutton (New York Yankees organization). Another recent addition is Chicago Post 127's Pat Wickett (Chicago, Conn.), who was selected by the New York Yankees this year but instead is honoring his commitment to play at UConn.

"I was looking in the last issue of the draft on up on New England Baseball Annual, and there were three kids that played in our event," Cooke said. "Over the course of the last 11 years, we've had nine players make it to the pros, and that's before last year we had more than 300. The amount of teams, we've grown from six teams to 148 in 2017. Considering that the number has really skyrocketed, that shows the type of talent we've had."

Firecracker Baseball is a second but with 2018, a full company that provides many bats for champions and results and sets its wood bats over the course of the weekend. Additionally, while teams have to provide their own baseballs at the moment, Firecracker Baseball's partnership with Positive Sports will provide

baseballs to all teams at the tournaments. Not only do players get to play in front of college coaches, but they also get to travel and play at different college venues, providing them an opportunity to see what may be ahead in their baseball futures. Tournament games are played at Huntington, Brown, the University of Rhode Island, Johnson and Wales, Connecticut College, Southern Maine and St. Joseph's College.

"They're getting the feel for different venues as they get ready for the next stage," Cooke said. In addition to the competitive baseball and the showcase element, Cooke said a big part of Firecracker Baseball events is the social settings. Cooke said the organization coordinates beer and wine socials and night out

at Firecracker Red Sox and Portland Sea Dog games.

"We're combining everything they could want in a summer showcase in four or five days, all for under a thousand dollars," Cooke said. "To have a hot dog and a beer at the Firecracker game and a hot dog and a beer at the social settings."

Firecracker Baseball will continue to expand. Cooke said they will be adding events in Saratoga, N.Y., and Hartford. There also are plans to host a World Series event. Firecracker Baseball is expanding into the Mid-Atlantic states and the Carolina by 2022 with 10 annual events.

With more than a decade of experience and the social experience at the heart of what Firecracker Baseball does, the tournaments and showcases are most attended events.

"We will keep trying to stay strong and maintain relationships to play at these facilities," Cooke said. "We keep looking for ways to bring people in want to be your home for showcase baseball, college recruiting and great value in live entertainment."

YOUR HOME FOR COLLEGE RECRUITING, SHOWCASE BASEBALL AND GREAT VALUE IN SUMMER DESTINATIONS

FIRECRACKER BASEBALL SHOWCASE TOURNAMENTS



2019 TOURNAMENT REGISTRATIONS NOW OPEN

WORLD SERIES FIRECRACKER BASEBALL SHOWCASE TOURNAMENTS



Coming August 2019 to top 8 teams for 15U; 17U and 19U; grand prizes include FREE REGISTRATIONS for 2020 season and more than \$4,000 in savings!

October 6-8, 2018 Hartford, Conn. | Ages 15U & 18 20+ teams for first year

FIRECRACKERBASEBALL.COM

For more information, call or email Mark Cooke, president, at 401-595-0231 or mark@firecrackerbaseball.com

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MOBILE APP NOW AVAILABLE

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

NEW ENGLAND BASEBALL JOURNAL



Dave Arnold/New England Baseball Journal

CONTACT US

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