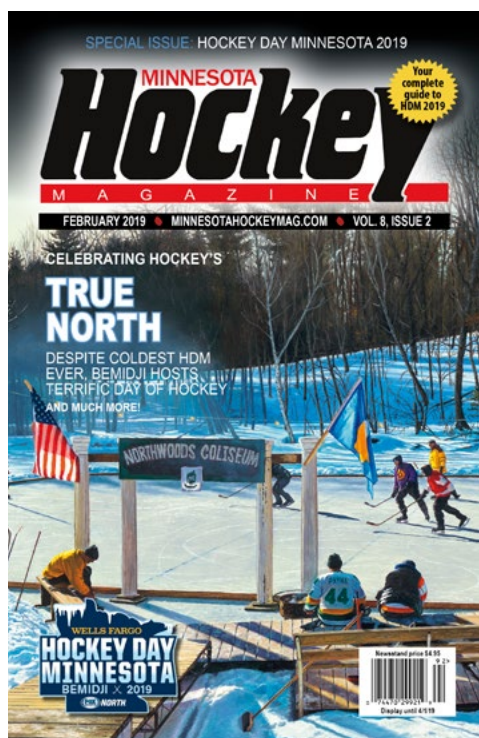


# MINNESOTA *Hockey* MAGAZINE

## ADVERTISING AND MEDIA KIT



# MINNESOTA *Hockey* MAGAZINE

**Thirty years ago, MINNESOTA HOCKEY MAGAZINE was called the best hockey magazine in North America. The core of that team is still here, and with the additional staff helping produce and distribute our content, we feel we are even better today. Our professional journalism features some of the very best writers, photographers and hockey experts in the game**

**Help us serve the hockey community, while we help serve you, in reaching our readers with your brand**

**We are a trusted source, last year producing both the Hockey Day Minnesota program as well as Da Beauty League program.**

**Help us, while we help others, and also help you.**

## **DO YOU WANT HELP ATTRACTING NEW CUSTOMERS?**

Do you want to grow your business? WE have great demographics in the hockey market and are now looking for new sponsors who want to become our clients.

We can help!! LET US HELP YOU reach your goals and shoot to the top by letting us assist you in your marketing needs. Our contacts are some of the most influential people in the game. We believe we can assist you in reaching your marketing and sales goals. Let us take a shot at working with you, to put together the right plan, with the right budget that will put you literally one click away from a new customer.

## **REACHING OUR AUDIENCE THROUGH MULTIPLE PLATFORMS**

Besides using a classy 4-color glossy print for our special editions, our digital magazine has you one click away from your next customer. With great demographics in the hockey community, and the right call to action, you will see results with your advertising.

## **DIGITAL DISTRIBUTION-SOCIAL MEDIA**

We have a solid base of engaged readers with over 16,500 social media connections. Our Social Media base continues to grow now nearing 8,000 Twitter Followers, over 4,200 Facebook Fans and over 4,500 e-Edition subscribers. Each issue is pushed out to the faithful readers where they can share the content with friends, extending the reach even more.

## **DISTRIBUTION OF THE PRINTED MAGAZINE**

Our print product is widely distributed. Dakota News, the largest magazine distributor in the Midwest with almost 500 outlets in Minnesota, is our distributor. We also target our print to include hotels in St. Paul for our State Tourney Guide and through our sponsoring partners for our special editions. We also are found in sporting goods stores, and ice arenas, including the National Sports Center in Blaine.

## **READERSHIP**

Our readership is growing. We presently reach at least 40,000 readers through our digital platforms and print.





# WHAT OTHERS SAY ABOUT US:

Check out the magazine by clicking on the cover or hot link below.

## ABOUT OUR SPECIAL EDITIONS MAGAZINE:

### [St. Cloud Special Edition - Hockey Day Minnesota 2018](#)

**"Speechless. Scott, honestly you are incredible!! You and your team completely nailed Hockey Day and the contribution it made in our community and the State of Hockey as a whole. Your magazine will serve as a permanent testament to what we accomplished together. Thank you for your passion and tireless effort. A genuine love and appreciation for the sport we love and the people who are moving it forward. Warmest personal regards."**

— Brian Schoenborn  
Chairman, St. Cloud Hockey Day Minnesota – 2018

### [Stillwater Special Edition - Hockey Day Minnesota 2017](#)

**"Wow! Congratulations on this edition. It's great to see it from your idea to print, pretty cool."**

— Greg Gartner  
Owner of Gartner Companies, February 2017 title sponsor  
Hockey Day Minnesota 2017 Issue — Stillwater Special Section

### [Warroad Special Edition - November 2017](#)

**"Thank you for making this happen! Scott and his team did a fabulous job! I believe this will be a piece that will further tell the Warroad Hockey Story and reach a new generation of hockey enthusiasts to carry forward the tradition into the future. Thanks again for your time and devotion to Warroad Hockey!"**

— Brenda Baumann  
Key Point Person and Gold-level Sponsor for Warroad - HOCKEYTOWN USA Special Edition

### [Hockey Day Minnesota, Bemidji - 2019](#)

**"We could not have been more pleased with Minnesota Hockey Magazine and the work they did for Hockey Day Minnesota Bemidji! It was incredible to see the depth of the stories they did for our program. To have it for sale on site but also available throughout the state wherever Minnesota Hockey Magazine is sold was an added bonus. Scott and his team were a joy to work with and they did a phenomenal job. I think hands down Bemidji had the best game day program in Hockey Day history and all the credit goes to Minnesota Hockey Magazine!"**

— Brian Bissonette  
HDM Bemidji 2019 Local Organizing Committee Marketing Chair

### [2019 Da Beauty League Program](#)

**"Thank you so much Scott and Minnesota Hockey Magazine for the incredible job you did on da Beauty League programs! You worked well with our daBL staff and did an amazing job of gathering all the content and capturing the true identity of the Beauties in our league."**

— Ben Hankinson  
octagon hockey



## EVENT MARKETING

### GIVING BACK TO THE GAME - Our Foundation

Now in it's 7th year, the Minnesota Hockey Magazine Foundation has sent over 200 kids throughout Minnesota and Western Wisconsin on scholarships to camps and specialized training for kids deemed in need by their associations.

### OUR FREE 3 DAY CLINIC FOR KIDS IN NEED

Last year, after a camp had to close, we created our own clinic and took those kids in. With help from former NCAA Coach of the year Dean Talaious, and on ice instruction by The Players Academy, over 70 kids came to our own 3 day clinic. The three day camp went so well, we are set up to run this again in September, for 80 skaters.

## WHAT OTHERS SAY ABOUT OUR FOUNDATION:

**"On behalf of the Minnesota Warriors I would like to thank you for the opportunity you provided to some of our member's children. My son had a great time at the hockey camp and enjoyed his time on the ice. He even showed quite an improvement in his skating. Please consider us for any future events and always feel free to reach out to us if we can help Minnesota Hockey in any way."**

— Skip Longen, Fundraising Director  
Minnesota Warriors Ice Hockey

## FROM THOSE ON SCHOLARSHIP

**"I took away from camp "when things get hard, keep on going."**

— Hunter D

**"Thank you so much for providing me with a scholarship so I could go to the FCA Hockey camp."**

— Austin

# COMING SOON!!!

## OUR UPCOMING PUBLICATION SCHEDULE AND THE SPECIAL SECTIONS FOR PRINT AND DIGITAL ISSUES

### Content

What you should find in every issue:

We cover every level of the game, men and women, boys and girls, from the Squirts to the Seniors, from the pros to the beginners.

Each issue, we have our best writers and photographers providing coverage on all of the games big stories, getting you the inside scoop of what is happening on and off the ice.

### Professional Columnists

- John Gilbert — 2 pieces — one on Northern hockey and the other a featured column
- Bruce Brothers — NHL coverage
- Brian Halverson — College coverage
- Vineeta Sawkar Branby — Hockey Mom's article
- Hall of Fame Piece
- Women's Hockey
- Youth Hockey Hub presents the Youth Feature of the month
- PLUS — Monthly Special Editions and Content including:

### November (print and digital issue)

SPECIAL EDITION — high school previews by Breakdown Sports

Ad insertion deadline: October 15

Distribution: print - week of November 4.

### December (print and digital issue)

SPECIAL EDITION — Edina special edition

Ad insertion deadline: November 11

Distribution: print - week of November 26.

### January (print and digital issue)

SPECIAL EDITION — Hockey Day MN Minneapolis

Ad insertion deadline: December 10

Distribution: print - week of January 14.

### February (digital issue)

Women in Hockey

Miracle on Ice 40th Anniversary

Ad insertion deadline: February 4

Digital Distribution: week of February 15.

### March (print and digital issue)

SPECIAL EDITION — Boys' high school state tourney guide

Preview of the NCAA Women's Frozen Face Off

Ad insertion deadline: February 20

### Spring (digital issue)

Year in review with photography— our best photos tell the story

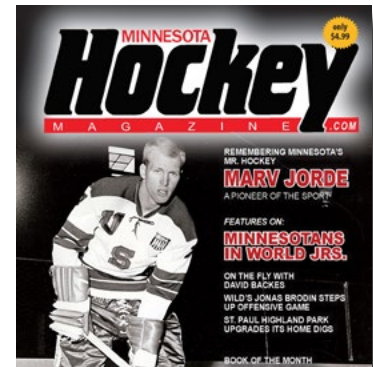
Recap of HS state and NCAA tournaments

Stanley Cup issue

Ad insertion deadline: April 15

### Summert (print and digital issue)

SPECIAL EDITION — Da Beauty League program



## DISTRIBUTION CHANNELS

### Print

Copies are being set up to be delivered via Dakota News to approximately 500 retailers throughout the state. In addition, Arenas Sporting Goods stores, and more are set up to distribute.

### Special Distribution

For the March Issue (our boys high school state tourney guide) we have arranged all of the hotels in downtown St. Paul to distribute, with most delivering to the room.

### Social Media

#### By the numbers:

Website with tens of thousands of visits and page views

Each xponsor will get an ad in our magazine plus have access to our social media channels- with placement of post and frequency dependent on the level of sponsorship.



PAGE FOLLOWS  
**OVER 4,200**



FOLLOWERS  
**OVER 7,800**



E-EDITION  
**OVER 4,500**

# Print/Digital Advertising Rates



## Print Magazine plus Digital with Social Media Support

Issue Description	Intro Rate Ends	Ad Close	Artwork Due	Available Qty's Per Issue	Advertising Level	Ad Size/Location	Single Issue Introductory Rates	Single Issue Standard Rates
<b>November Issue</b>	10/1/19	10/15/19	10/15/19	1	Title	back cover	\$1,750	\$2,000
High School Preview Issue				2	Platinum	inside back or front cover	\$1,500	\$1,750
Print plus Digital				1	Diamond	center spread- 2 pages	\$1,400	\$1,600
<b>December Issue</b>	10/10/19	11/11/19	11/11/19	4	Premium	4 pages before table of contents	\$600	\$750
Edina Special Edition				8	Gold	Full page	\$500	\$600
Print plus Digital				10	Silver	half page	\$300	\$450
<b>January Issue</b>	11/10/19	12/10/19	12/10/19	8	Bronze	quarter page	\$175	\$250
HDM 2020 Minneapolis								
Print plus Digital								
<b>March Issue</b>	1/10/20	2/20/20	2/20/20					
Boys High School Tourney Guide								
Print and Digital								

Note1: Pricing for multiple issues will be discount by 15-20%. Ask for details.

Note2: For details on issue content and publish dates, see previous page.

## Digital Magazine with Social Media Support

Issue Description	Intro Rate Ends	Ad Close	Artwork Due	Available Qty's Per Issue	Advertising Level	Ad Size/Location	Single Issue Introductory Rates	Single Issue Standard Rates
<b>February Issue</b>	1/10/20	2/1/20	2/4/20	1	Title	First Page plus 2 full pages inside	\$1,000	\$1,400
Miracle on Ice Issue				2	Platinum	Native Ad plus (3 pages)	\$800	\$1,000
Digital Only				1	Diamond	Native Ad plus (2 pages)	\$600	\$750
<b>Spring Issue</b>	2/10/20	4/14/20	4/15/20	4	Premium	Full page before table of contents	\$400	\$600
Year in Review - Photos				8	Gold	Full page	\$250	\$400
Digital Only				10	Silver	half page	\$175	\$250
				8	Bronze	quarter page	\$150	\$175

Note1: Pricing for multiple issues will be discount by 15-20%. Ask for details.

Note2: For details on issue content and publish dates, see previous page.

## Print/Digital Ad Specifications

### Ad Dimensions

- Full page (with bleeds) ad size is 5.5 inches width by 8.5 inches height, with 0.25 inches bleed on all sides. No text or non-bleeding images within outer 0.25 inches of the page not including bleed.
- Full page (no bleeds) ad size is 5 inches width by 8 inches height no border limit on text and non-bleeding images.
- Half-page (no bleeds) add size is 5 inches wide by 4 inches height. No border limit on text and non -bleeding images.

**Fonts:** All files should include embedded fonts unless they are image files (jpg gif, etc.) minimum resolution of 300 DPI. Otherwise, please embed all fonts used, otherwise we will be forced to replace fonts not in our system with standard fonts.

**Artwork:** Must be at least 300 dpi in CMYK color format to reproduce correctly. If you are in need of creative services contact Tim by email (tim@breakdownsportsusa.com) or phone (763-258-3116) for information about our graphic design services or for assistance in

submitting your advertisement. Graphic services will be billed at \$70 per hour. File Formats: TIF, JPG, PDF, EPS are acceptable. **Sending files:** Please email files smaller than 15MB in size. For larger files, please call (763-258-3116) for further assistance. Please send artwork to: scott@mnhockeymag.com.

**Billing information:** Once the artwork is received, the billing is handled through our Pay Pal account. Billing is 3/10/net 30 (3% discount if paid in full within 10 days of receipt of bill).



# WebSite Advertising



MinnesotaHockeyMagazine.com and Supplemental Products  
(rate sheet – prices valid through December 31, 2020)

Advertising Choices	Ad size	1 month	3 months (Save 10%)	6 months (Save 20%)	12 months (Save 30%)
Banner Ad*	728 x 90 (pixels)	\$300	\$270/mo	\$240/mo	\$210/mo
Large Box Ad*	300 x 250 (pixels)	\$250	\$225/mo	\$200/mo	\$175/mo
½ Box Ad*	300 x 100 (pixels)	\$200	\$180/mo	\$160/mo	\$140/mo
¼ Box Ad*	125 x 125 (pixels)	\$150	\$135/mo	\$120/mo	\$105/mo
Video Ad*	Up to 30 seconds	\$150	\$135/mo	\$120/mo	\$105/mo
Infomercial/Video Box*	Up to 4 minutes	\$250	\$225/mo	\$200/mo	\$175/mo
Social Media	4 Facebook posts /mo 4 retweets on Twitter /mo	\$200	\$180/mo	\$160/mo	\$140/mo

\*Prices include ad positions on both Home and Sub Pages

## Home Page Positions



Banner Ad

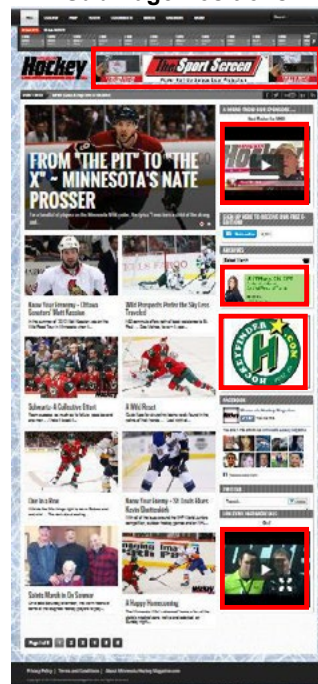
½ Box Ad

Video Ad

Large Box Ad

¼ Box Ads

## Sub-Page Positions



Banner Ad

Video Ad

½ Box Ad

Large Box Ad

Infomercial

# MEET OUR EXECUTIVE TEAM

## President

Scott Tiffany

## Sr. Vice President/GM

Bill Rossini

## Sr. Executive Editor

Brian Halverson

## Sr. Director- Layout and Design

Tim Kolehmainen

## Sr. Chief Photographer/Editor

Jeff Wegge

## Chief Photographer

Jonathon Watkins

## Columnists

John Gilbert

Bruce Brothers

Vineeta Sawkar Branby

## Contributors

Brian Halverson

Heather Rule

Eric Smith

Drew Cove

Declan Goff

Giles Ferrell

Nate Wells

Tom Hauser

Tom Chorske

Abby Meinke

Jill Tiffany

Jim Hoey

Craig Sarner

## Photo Contributors

Jeff Wegge, Chief Photographer

Johnny Watkins

Rick Olson

Tim Kolehmainen

Brad Rempel

## Marketing and Sales

President — Scott Tiffany

Social Media Strategist — Jordi Tiffany

Social Media — Scott Ludwig