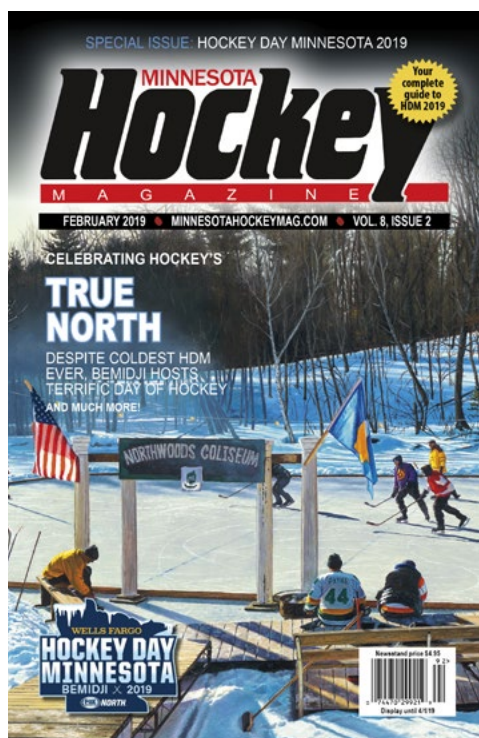


MINNESOTA *Hockey* M A G A Z I N E

2022

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, recently receiving the Gold medal by the Minnesota Media Publishing Association for the best Single Topic Special Interest Magazine, along with earning a Silver and Bronze medal for our work. 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, historically producing the Hockey Day Minnesota programs, Boys' High School Tournament Guide, along with the Minnesota North Stars program and a 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 an appealing 4-color glossy print for our special editions, our digital magazine has you one click away from your next customer. With targeted demographics in the hockey community, and the right call to action, you will see results with your advertising.

NEW IN 2022! MINNESOTA HOCKEY MAGAZINE PODCAST

Hosted by Kevin Gorg and Dan Myers and produced by Zach Halverson

Weekly rinkside view of what is going on in Minnesota hockey with special guests from around the state, including our own writers.

DIGITAL DISTRIBUTION-SOCIAL MEDIA

We have a solid base of engaged readers with over 18,000 social media connections. Our social media base continues to grow with nearly 9,000 Twitter followers, over 4,000 Facebook fans, 500+ Instagram followers, and over 4,500 email 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 its 10th year, the Minnesota Hockey Magazine Foundation has sent over 350 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

In 2018, 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. The three day camp went so well, we have continued to provide this clinic with over 200 kids attending over the past three years.

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 2022 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
- Judd Zulgad — General Columnist
- Brian Halverson — General Columnist/Features
- Heather Rule — NHL/Women's Hockey Features
- Hall of Fame Piece
- PLUS — Monthly Special Editions and Content including:

January / February issue

- Coverage of the Winter Classic and Hockey Day Minnesota in Mankato
- A preview of the girls' high school state tournament
- and more...

March / April issue

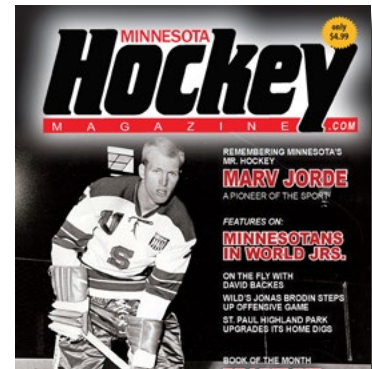
- Our boys' high school state tournament guide
- Camps and clinics guide
- and more...

September / October issue

- Previews of the NHL and college season for men and women
- Buyers' guide
- and more...

November / December issue

- Preview of the boys' and girls' high school hockey season
- and more...



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 sponsor 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 4,000



FOLLOWERS
NEARLY 9,000



EMAIL SUBSCRIBERS
OVER 4,500



INSTAGRAM FOLLOWERS
OVER 500

Print/Digital Advertising Rates



Print/Digital Magazine with Social Media Support

Issue Description	Ads Close Artwork Due	Available Qty's Per Issue	Advertising Level	Ad Size/Location	Single Issue Rates	Two Issue Rates	Four Issue Rates
Jan/Feb 2022 Issue	12/15/2021	1	Title	back cover	\$2,000	\$1,800	\$1,600
HDM(tbd), Winter Classic, Girls H/S Tourney Preview		2	Platinum	inside back or front cover	\$1,500	\$1,350	\$1,200
Print plus Digital		1	Diamond	center spread- 2 pages	\$1,400	\$1,260	\$1,120
March 2022 Issue	2/15/2022	4	Premium	4 pages before table of contents	\$600	\$540	\$480
Boys State H/S Tourney Guide		8	Gold	Full page	\$500	\$450	\$400
Print plus Digital		10	Silver	half page	\$300	\$270	\$240
Sep/Oct 2022 Issue	8/15/2022	8	Bronze	quarter page	\$175	\$158	\$140
NHL/College Preview							
Print plus Digital							
Nov/Dec 2022 Issue	10/15/2022						
Boys/Girls High School Preview							
Print and Digital							

Note1: Pricing for multiple issues are discounted by 10-20%.

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

Digital Magazine with Social Media Support

Issue Description	Ads Close Artwork Due	Available Qty's Per Issue	Advertising Level	Ad Size/Location	Single Issue Rates	Two Issue Rates
TBD Issue (none scheduled)	TBD	1	Title	First Page plus 2 full pages inside	\$1,000	\$900
Content TBD		2	Platinum	Native Ad plus (3 pages)	\$800	\$770
Digital Only		1	Diamond	Native Ad plus (2 pages)	\$600	\$540
TBD Issue (none scheduled)	TBD	4	Premium	Full page before table of contents	\$400	\$360
Content TBD		8	Gold	Full page	\$250	\$225
Digital only		10	Silver	half page	\$175	\$158
		8	Bronze	quarter page	\$150	\$135

Note1: Pricing for multiple issues will be discount by 10-20%. 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).

Podcast Rates & Schedule (NEW for 2022)

Hosted by Kevin Gorg and Dan Myers and produced by Zach Halverson. Weekly rinkside view of what is going on in Minnesota hockey with special guests from around the state, including our own writers.

Show Description	Ads Close Artwork Due	Available Qty's Per Show	Advertising Level	Commercial Length Per Show	Single Show Rates	4 Show Rates	16 Show Rates
New for 2022 - MHM Podcasts	TBD	1	Title	Title sponsor of podcast show	\$250	\$225	\$200
Hosted by Kevin Gorg and Dan Myers		4	Gold	30 sec - sponsored content	\$100	\$90	\$80
Weekly shows for 16 weeks		8	Silver	30 sec commercial	\$50	\$45	\$40
Shows distributed to all social media platforms			Bronze	Mentions	\$25	\$23	\$20
Podcasts start mid-December 2021							

Website Advertising

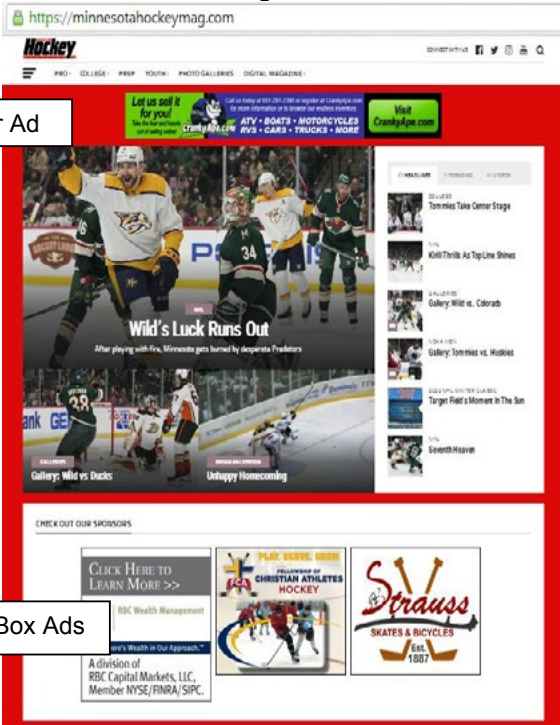


MinnesotaHockeyMagazine.com and Supplemental Products
(rate sheet – prices valid through December 31, 2022)

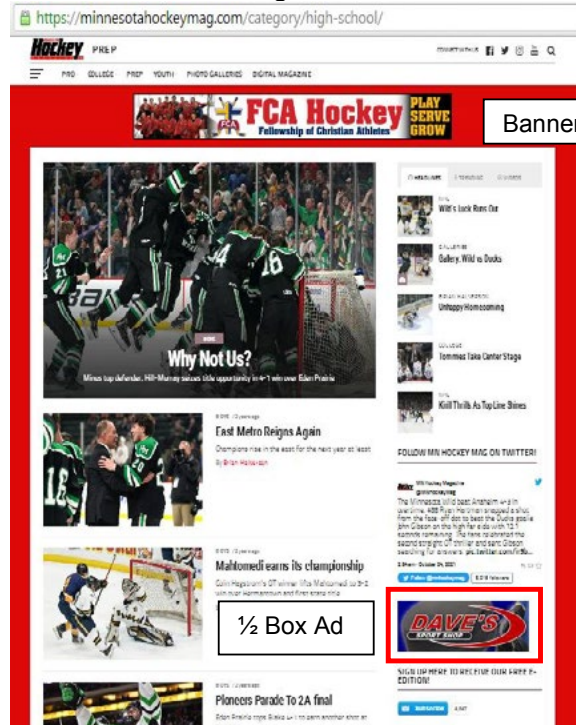
Advertising Choices	Ad size	1 month	3 months (Save 10%)	6 months (Save 20%)	12 months (Save 30%)
Banner Ad*	728 x 90 (pixels)	\$250	\$225/mo	\$200/mo	\$175/mo
Large Box Ad*	300 x 250 (pixels)	\$200	\$180/mo	\$160/mo	\$140/mo
½ Box Ad*	300 x 100 (pixels)	\$150	\$135/mo	\$120/mo	\$105/mo
¼ Box Ad*	125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

*Prices include ad positions on Home and Sub Pages

Home Page Positions



Sub-Page Positions



Rotating Banner ads are on every page including at the Post/Article level. ¼ box, video and infomercial ads can be placed at Home and Sub-Page positions on request.

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

Rick Olson

Columnists

John Gilbert

Judd Zulgad

Contributors

Brian Halverson

Heather Rule

Drew Cove

Giles Ferrell

Nate Wells

Dan Myers

Kevin Gorg

Photo Contributors

Jeff Wegge, Chief Photographer

Johnny Watkins

Rick Olson

Tim Kolehmainen

Marketing and Sales

President — Scott Tiffany

Sr. Executive Ad Sales — Mark Lowe

Social Media — Scott Ludwig