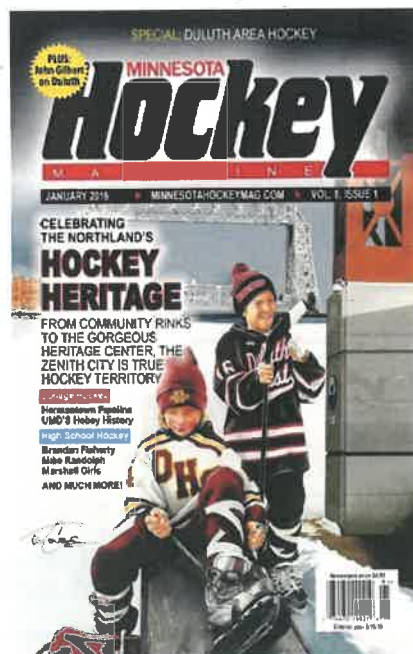


MINNESOTA **Hockey** M A G A Z I N E

November 2024 to May 2025

ADVERTISING AND Media Kit



MINNESOTA Hockey

M A G A Z I N E

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.

In 2024, our Editor Heather Rule, was honored as the top Sports Features writer in Minnesota by the Society of Professional Journalists. In the past, we received 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.

Please partner and 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, with linking your ad to a landing page, 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.

DIGITAL DISTRIBUTION-SOCIAL MEDIA

We have a solid base of engaged readers with over 19,000 social media connections. Our social media base continues to grow with 10,600 Twitter followers, 4,100 email subscribers, over 4,600 Facebook fans, and 500+ Instagram followers, we get seen and are shared by tens of thousands. 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. We 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

[2023 Hockey Day White Bear Program](#)

"It was a great experience working with Scott Tiffany and his staff at Minnesota Hockey Magazine. The official HDM 23 White Bear Lake Program was professionally designed. The articles and content by their writers were exceptional. A true Keepsake for the community and all across Minnesota."

Nick Guzzo – HDM23 White Bear Lake Co-Chair

EVENT MARKETING

GIVING BACK TO THE GAME - Our Foundation

Now in its 11th 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 started 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 Talafous, 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. This year, we did not do the camp, but gave the proceeds to inner city hockey, including the Dinomights along with other deserving and in need programs.

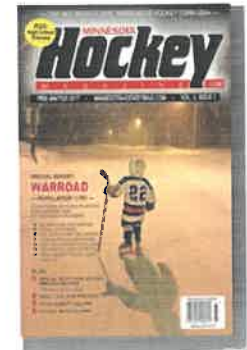
WHAT OTHERS SAY ABOUT OUR FOUNDATION:

"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 2025 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 — MN High School Coaches Hall of Famer
- Judd Zulgad — General Columnist
- Tim Kolehmainen Breaks Down High School Hockey
- Heather Rule — NHL/Women's Hockey Features
- PLUS — Monthly Special Editions and Content including:

November / December issue

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

January / February issue

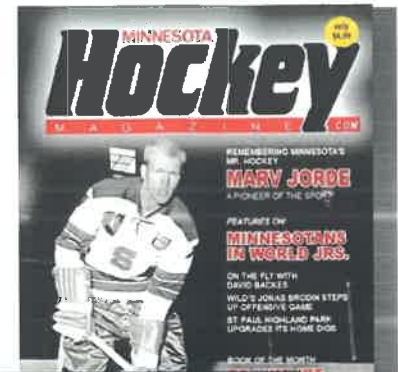
- Coverage of Hockey Day Minnesota in Shakopee
- A preview of the girls' high school state tournament

March

- Our boys' high school state tournament guide

April issue

- Tournament Recaps – Stanley Cup Preview and
- Camps and clinics guide
- ...



DISTRIBUTION CHANNELS

Print

Copies are being set up to be delivered via Dakota News to approximately 500 retailers throughout the state. In addition, bulk drops in Arenas, Sporting Goods stores, are set up for distribution.

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 be seen by



PAGE FOLLOWS
4,500

FOLLOWERS plus
over 10,600



access to our

And EMAIL
SUBSCRIBERS of
OVER 4,100



along with

OVER 500+



MINNESOTA
Hockey
M A G A Z I N E

Print/Digital Advertising Rates

Print/Digital Magazine with Social Media Support

Issue Description	Ads Close Artwork Due	Available Qty's Per Issue	Advertisizing Level	Ad Size/Location	Single Issue Rates
Jan/Feb 2025 Issue	1/15/2025	1	Title	back cover	\$2,000
HDM Shakopee		2	Platinum	inside back or front cover	\$1,500
Print plus Digital		1	Diamond	center spread- 2 pages	\$1,400
March 2025 Issue	2/15/2025	4	Premium	4 pages before table of contents	\$600
Boys State H/S Tourney Guide		8	Gold	Full page	\$500
Print plus Digital		10	Silver	half page	\$300
Spring 2025 Issue	3/31/2025	8	Bronze	quarter page	\$175
Recaps and Review with Best Photos and stories					
Digital					
Nov/Dec 2024 Issue	11/15/2024				
Boys/Girls High School Preview					
Digital					

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

Note – November / December 2024 issue will be digital

Digital Magazine with Social Media Support

Issue Description	Ads Close Artwork Due	Available Qty's Per Issue	Advertisizing Level	Ad Size/Location	Single Issue Rates	Two Issue Rates
2024 High School Preview Issue (11/15/23)	11-15-24	1	Title	First Page plus 2 full pages inside	\$1,000	\$900
		2	Platinum	Native Ad plus (3 pages)	\$800	\$770
Digital Only		1	Diamond	Native Ad plus (2 pages)	\$600	\$540
TBD Issue (scheduled after Wild season ends)	TBD	4	Premium	Full page before table of contents	\$400	\$360
2025 YEAR IN REVIEW –Our BEST PHOTO'S ISSUE		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).

Website Advertising **MINNESOTA Hockey**

MinnesotaHockeyMagazine.com and Supplemental Products
(rate sheet – prices valid through December 31, 2024)

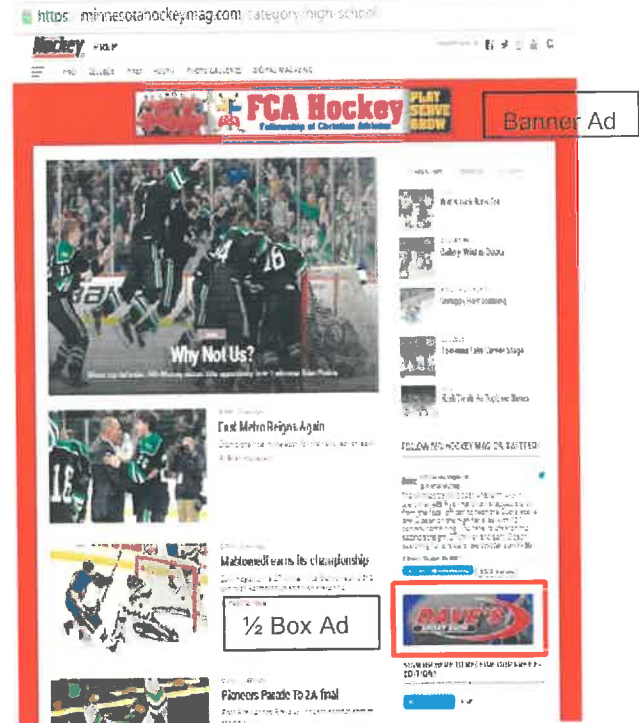
Advertising Choices	Ad size	1 month	3 months (Save 10%)	6 months (Save 20%)	12 months (Save 30%)
Banner Ad*	728 x 90 (pixels)	\$250	\$225/mo	\$200/mo	\$175/mo
Large Box Ad*	300 x 250 (pixels)	\$200	\$180/mo	\$160/mo	\$140/mo
½ Box Ad*	300 x 100 (pixels)	\$150	\$135/mo	\$120/mo	\$105/mo
¼ Box Ad*	125 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.

MINNESOTA Hockey MAGAZINE

2024 -2025 Hockey Season Newsletter Schedule

October 17, 2024

October 31, 2024

November 14, 2024

November 27, 2024

December 12, 2024

December 27, 2024

January 9, 2025

January 23, 2025

February 6, 2025

February 20, 2025

March 5, 2025

March 20, 2025

April 3, 2025

April 17, 2025

May 1, 2025

The screenshot shows the Minnesota Hockey Magazine website interface. At the top, there are navigation links for 'Web version', 'Update preferences', 'Unsubscribe', 'Like', 'Tweet', and 'Follow'. The main header features the 'Hockey MAGAZINE' logo. Below the header, the date 'October 17, 2024' is displayed. The page is divided into several columns of content:

- Be Boldy:** A featured article with a photo of a player in action.
- Eye On The Horizon:** A section titled 'Ryan Shep St. Thomas goalie Calle Frank prepares for pro career' with a photo of the goalie.
- Confident Cowan:** A section titled 'Jordan McAlpine: Bobby Cowan looks comfortable and confident with his new UELH club, and he's getting rewarded with a strong start' with a photo of the player.
- It's Hockey Season:** A section titled 'Heather Rule: The Minnesota Wild open their season with a pair of home games' with a photo of a player.
- Rink Rule: Kraken vs. Wild:** A section titled 'Heather Rule: Five rules from the Wild's 5-4 shootout loss to the Seattle Kraken' with a photo of a game in progress.
- Gallery: Wild vs. Kraken:** A section with a photo of a player.
- To Advertise or Contact Us:** A section with contact information for Scott Tiffany, including an email address (scott@minhockeymag.com) and a phone number (715-222-0400).

At the bottom of the page, there is a yellow banner with the text: 'You're receiving this because you have indicated your interest in receiving our email updates. Edit your subscription | Unsubscribe'.

Newsletter advertising

Besides our magazines, podcasts and website, starting in October, a bi-weekly newsletter is for added reach.

We know in the state of hockey things happen fast. WE are committed to provide you with the most relevant information you need to be in the know.

Newsletter Ad rates:

Emailed to over 4000 dedicated followers and shared on social media platforms to 15K more.

Advertising Choices	Ad placement	1 x	4 x's (Save 10%)	8 x's (Save 20%)	14 x's (Save 30%)
Banner Ad*	Premium TBD	\$250	\$225/mo	\$200/mo	\$175/mo
Large Box Ad*	Up to 5 on sides	\$200	\$180/mo	\$160/mo	\$140/mo

MEET OUR EXECUTIVE TEAM

President

Scott Tiffany

Sr. Vice President/GM

Bill Rossini

Vice President –Advertising

Johnny Watkins

Sr. Executive Editor

Heather Rule

Sr. Director- Layout and Design

Tim Kolehmainen

Sr. Chief Photographer/Editor

Jeff Wegge

Chief Photographer

Rick Olson

Columnists

Heather Rule

Tim Kolehmainen

John Gilbert

Contributors

Judd Zulgad

Brian Halverson

Drew Cove

Giles Ferrell

Jordan McAlpine

Ryan Stieg

Matthew Davis

Nate Wells

Dan Myers

Photo Contributors

Jeff Wegge, Chief Photographer

Johnny Watkins

Rick Olson

Tim Kolehmainen

Marketing and Sales

President — Scott Tiffany

VP Ad Sales — Johnny Watkins

Social Media — Scott Ludwig

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