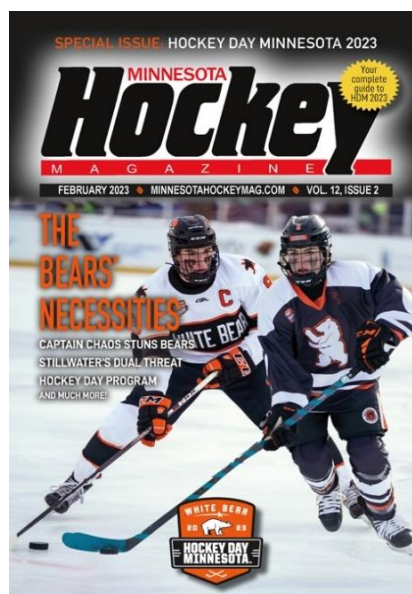
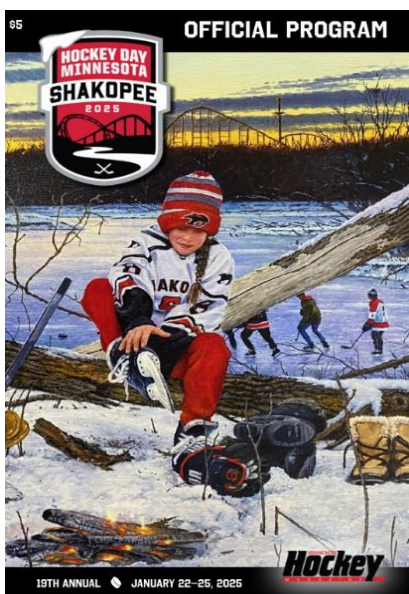


# MINNESOTA *Hockey* M A G A Z I N E

2025-2026 Season

# ADVERTISING AND Media Kit



# MINNESOTA *Hockey* MAGAZINE

**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 an award-winning publication. Our Editor Heather Rule was selected by the Society of Professional Journalists -Minnesota Chapter, as the best for Sports Features reporting (1<sup>st</sup> in 2024 and 2025, beating out the Pioneer Press and Star Tribune). In addition, our magazine was awarded 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.

**Thirty years ago, MINNESOTA HOCKEY MAGAZINE was called the best hockey magazine in North America. We are even better today.**

We are a trusted source, historically producing the Hockey Day Minnesota programs, Boys' High School State Tournament Guide, and season preview. Help us, while we help others, and 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 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 keepsake editions, our digital magazine has links back, so you are 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 2026! MINNESOTA HOCKEY MAGAZINE PODCAST –join us**

Extending our video library out, we are taking rare videos to the marketplace, with our “This is your life” interviews with the biggest names to ever be a part of the Minnesota hockey scene. Join host Scott Tiffany as he gets a **deep and personal look at the likes of Neal Broten, Phil Housley, John Mayasich, Willard Ikola, Henry Boucha and more.**

## **DIGITAL DISTRIBUTION-SOCIAL MEDIA**

We have a solid base of engaged readers. Our social media base continues to grow with 10,800 Twitter (X) followers, 3,800 email subscribers, over 4,600 Facebook fans, and 800+ Instagram followers Each issue is pushed out to the faithful readers where they can share the content with friends, extending the reach even more.

## **READERSHIP**

Our readership is growing. We reach an audience of 40,000 readers through our digital platforms and print.



# WHAT OTHERS SAY ABOUT US:

Check out the magazine by clicking on the 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 across Minnesota.**

Nick Guzzo – HDM23 White Bear Lake Co-Chair

## GIVING BACK TO THE GAME - Our Foundation

Now in its 13th 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. For seven years after a camp had to close, we ran our own free camp. With help from former NCAA Coach of the year Dean Talafous, and on ice instruction by The Players Academy we served 200 + kids. 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:

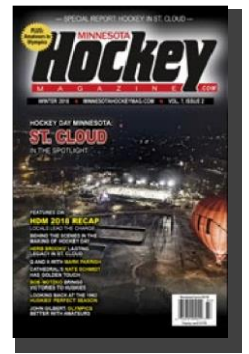
**“On behalf of the Minnesota Warriors I would like to thank you for the opportunity you provided to some of our member’s children. My son had a great time at the hockey camp and enjoyed his time on the ice. He even showed quite an improvement in his skating. Please consider us for any future events 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 2025-26 PUBLICATION SCHEDULE AND THE SPECIAL SECTIONS FOR PRINT AND DIGITAL ISSUES

### Content

What you should find in every issue:

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

### November / December 2025 issue

- Preview for World Junior Tournament and boys' and girls' high school hockey season
- and more...

### January / February 2026 issue

- Coverage of Hockey Day Minnesota in Hastings plus the recap issue

### March 2026 issue

- Our popular boys' high school state tournament guide

### April 2026 issue

Year in Review Issue plus our Camps and clinics guide

## Newsletter advertising (12 times a year)

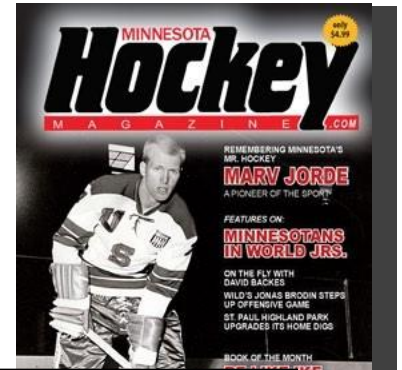
Besides our magazines, podcasts and website we are adding a bi-weekly newsletter for added reach.

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.

Emailed to over 3800 dedicated readers and shared on social media platforms.

### Newsletter Ad rates:

Advertising Choices	Ad placement	1 x	3 x's (Save 10%)	6 x's (Save 20%)	12 x's (Save 30%)
Banner Ad*	Premium top of page	\$250	\$225/mo	\$200/mo	\$175/mo
Large Box Ad*	Up to 5 on both sides	\$200	\$180/mo	\$160/mo	\$140/mo



## DISTRIBUTION CHANNELS

### Print

Copies are being set up to be delivered via, 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 the primary hotels in downtown St. Paul to distribute at their desk.

### Social Media

#### By the numbers:

Website with tens of thousands of visits and page views

Each sponsor will be seen by  
**4,600** FOLLOWERS

to our **10,800** on

And EMAIL  
SUBSCRIBERS of  
**OVER 3,800**

**OVER 800+**



PAGE FOLLOWS



plus access



X



along with

# 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
<b>Nov/Dec 2025 Issue</b>	11/1/2025	1	Title	back cover	\$2,000
World Jr and HS preview		2	Platinum	inside back or front cover	\$1,500
<b>Jan /Feb Issue 2026</b>		1	Diamond	center spread- 2 pages	\$1,400
HDM Hastings Guide and recap issue	1/15/2026	4	Premium	4 pages before table of contents	\$600
		8	Gold	Full page	\$500
Print plus Digital		10	Silver	half page	\$300
<b>March 2026 Issue</b>	2/25/2026	8	Bronze	quarter page	\$175
Boys State H/S Tourney Guide		Note1: Pricing for multiple issues are discounted by 10-20%.			
Print plus Digital					
<b>Spring/ Summer 2026 Issue</b>	4/1/2026				
Digital Only					

## 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
<b>2025 World Junior and High School Preview Issue (11/15/25)</b>	11-1-25	1	Title	First Page	\$1,000	\$900
Digital Only		4	Premium	Full page before table of contents	\$400	\$360
		2	Platinum	Native Ad plus (3 pages)	\$800	\$770
		1	Diamond	Native Ad plus (2 pages)	\$600	\$540
<b>Spring/ Summer Issue Publication date is TBD (scheduled after Wild season ends)</b>	4-5-26	8	Gold	Full page	\$250	\$225
		10	Silver	half page	\$175	\$158
Digital only		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



MinnesotaHockeyMagazine.com and Supplemental Products  
(rate sheet – prices valid through December 31, 2025)

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

## MEET OUR EXECUTIVE TEAM

### President

Scott Tiffany

### Sr. Vice President/GM

Bill Rossini

### Vice President –Advertising

Mark Lowe

### Sr. Executive Editor

Heather Rule

### Sr. Director- Layout and Design

Tim Kolehmainen

### Sr. Chief Photographer/Editor

Rick Olson

### Columnists

Heather Rule

Tim Kolehmainen

Judd Zulgad

### Contributors

Drew Cove

Jordan McCalpine

Ryan Stieg

Nate Wells

Steve Mullholland

Matthew Davis

### Photo/Video Contributors

Rick Olson

Tim Kolehmainen

Christine Wisch

Jeff Wegge

Jonathon Watkins

Paul Roff – Video

### Marketing and Sales

President — Scott Tiffany

VP Ad Sales — Mark Lowe

Social media — Scott Ludwig

Please send me a text or give me a call if you have any questions. Thanks for investing in us and supporting our work. We look forward to serving you to the best of our ability.

Sincerely,

Scott Tiffany – President and Founder

[Scott@mnhockeymag.com](mailto:Scott@mnhockeymag.com) 715-222-6460 (Mobile)