

The magazine built to engage the active hockey community in Canada.

Since 1999, *Hockey Now* has been the trusted source for compelling, authoritative, and extensive hockey coverage in Canada.

Published 43 times a year, *Hockey Now* is the only magazine in Canada devoted to sharing hockey stories from all levels of the game and highlighting the infinite names and faces associated with it.

Each issue gives our readers access to all the up-to-date and hard to find information they are looking for on the trends, issues and people that effect the hockey community in Canada—**information that can't be found anywhere else.**

And it delivers it in an easy to read engaging format that ensures the magazine will be read, kept and referred to again and again, giving advertisers repeat exposure.



To celebrate 15 years of publishing, *Hockey Now* is rolling out exciting new initiatives.

- Full re-design of the print magazine, the website and our social media platforms
- Editorial columns and features targeted to meet our readers' needs
- Branding opportunities including microsites, contests, product reviews...
- Special Interest Publications
- In School Program
- More Events—The Coaches Site; Minor Hockey Coach of the Year...
- More creative advertising opportunities for your marketing goals

Publishing and Sales Office

T: 604-990-1432

TF: 1-877-990-0520

E: larry@hockeynow.ca



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Our Audience

Print Readership

250,000 /3 issues*

Circulation Breakdown (50,000)

15,000 in B.C.

15,000 in Alberta

20,000 in Ontario

We know the best way to reach people interested in hockey is through controlled circulation, that's why we distribute through **500+** arenas and retail stores. Distribution through these outlets allows us to choose the communities with the demographics we want and our advertisers need to reach.

Digital Audience

31,000 /month**

Web Traffic/Month

18,000 Unique visitors, 23,000 Total visit

8,000 (Four Times A Month)

E-Newsletter Audience

Social Media Engagement

254,200 impressions/month***

5,100 Facebook fans

3,100 Twitter followers

*Our Readers...

...are an educated and affluent group of active hockey-involved Canadians.

Average household income is **\$85,000**.

72% are Male. 28% are Female.

84% are 18 to 49 years old.

71% have a post-secondary school degree.

More than **38%** dine out 5+ times per month.

OUR READERS READ, USE and KEEP OUR MAGAZINE

Hockey Now readers spend **over 25 minutes** with each issue.

More than **81%** say they keep issues for future reference.

70% say they find advertising helpful in making purchasing decisions.

41% visited a web site that was mentioned in an story.

30% visited a web site that was mentioned in an ad.

535,200 /month Total Audience

Print and digital audience, January 2013

*5 pass along readers per issue (PMB 2012)

**Google Analytics, January 2013

***Social Media Engagement = total social media audience x 1 post impression per day (average)

*Online readership survey done in January 2011 (Survey Monkey).

Savvy advertisers know that print and online advertising work together to create unparalleled engagement and awareness, and *Hockey Now's* digital edition means that advertisers in our print edition are also in our digital edition available through **Commerce Worx** giving them two effective ways to reach our readers.

Hockey Now offers advertisers integrated media campaigns that extend and reinforce their advertising message.

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Trusted By Our Readers

Our contributors are among the leading experts on hockey in Canada. Whether it's trends, skill development, strategies, or training, they share their inside knowledge with our readers in every issue, giving *Hockey Now* readers the home advantage. Here's a few of our contributors:

Dave Babych - 1,300+ NHL games, 700+ points, 5 NHL teams, and a B.C. Hockey Hall of Famer. Dave chairs our Minor Hockey Player of the Year committee.

Steve Serdachny - Skating and skills coach of the Edmonton Oilers who has taught thousands of players from all levels, all over the world.

Ryan Walter - Stanley Cup champion, NHL coach, and current AHL team president—Ryan has done it all in the game of hockey.

Hayley Wickenheiser - Olympic gold medalist and pioneer for the women's game—widely considered the greatest female player of all-time.

Peter Twist - Former NHL conditioning coach who has been a revolutionary force in the world of sport conditioning and training.

May 2013

Memorial Cup preview

RBC Cup preview

Feature: Minor Hockey Spending: How much is too much?

Booking Deadline: **All Regions: May 10, 2013**

Materials Deadline: **All Regions: May 13, 2013**

June 2013

NHL pre-Draft

BC Minor Hockey Player of the Year Final Nominees

Feature: Shooting for the Stars: What are realistic hockey goals?

Booking Deadline: **All Regions: June 14**

Materials Deadline: **All Regions: June 17**

July 2013

NHL post-Draft

BC Minor Hockey Player of the Year Winner

Feature: All-In: Multi-sport athlete vs. year-round hockey

Booking Deadline: **All Regions: June 28**

Materials Deadline: **All Regions: July 1**

August 2013

Puck Drop: tips for new coaches, parents, equipment...

BCHL Showcase preview

Feature: Refereeing is Rough: is the job too verbally abusive for kids?

Booking Deadline: **All Regions: Aug 23**

Materials Deadline: **All Regions: Aug 26**

September 2013

Major Jr., & Junior A season previews

Thanksgiving tourney previews

Feature: Top 30 Influential People in Minor Hockey: who powers the game?

Booking Deadline: **All Regions: Sept 20**

Materials Deadline: **All Regions: Sept 23**

October 2013

NHL prospects section

World Girls' Ice Hockey Weekend

Feature: Reward vs. Risk: are concussions and serious injuries worth the risk?

Booking Deadline: **B.C.: Oct 4; AB: Oct 11; ON: Oct 18**

Materials Deadline: **B.C.: Oct 7; AB: Oct 14; ON: Oct 21**

November 2013

World Junior A Challenge

Subway Series

Feature: Minor Hockey Enrolment: where Canada trends

Booking Deadline: **B.C.: Nov 1, 15; AB & ON: Nov 8, 22**

Materials Deadline: **B.C.: Nov 4, 18; AB & ON: Nov 11, 25**

December 2013

World Juniors preview

Christmas Tournaments preview

Feature: Development Model: what is Canada doing to keep being the best?

Booking Deadline: **B.C.: Nov 29; All Regions: Dec 13**

Materials Deadline: **B.C.: Dec 2; All Regions: Dec 16**

January 2014

CHL Top Prospects

Hockey Schools #1

Feature: The Right Road: Major Junior vs. College route

Booking Deadline: **B.C.: Jan 3, 17; AB & ON: Jan 10**

Materials Deadline: **B.C.: Jan 6, 20; AB & ON: Jan 13**

February 2014

Olympic hockey coverage

Hockey Schools #2

Feature: Pinnacle of Female Hockey: what's the ultimate goal for girls?

Booking Deadline: **B.C.: Jan 31, Feb 14; AB & ON: Feb 7**

Materials Deadline: **B.C.: Feb 3, 17; AB & ON: Feb 10**

March 2014

GTHL/OHL Minor Midget Showcase

Hockey Schools #3

Feature: Spring Hockey Hubbub: is it surpassing winter hockey?

Booking Deadline: **B.C.: Feb 28, Mar 14; AB & ON: Mar 7**

Materials Deadline: **B.C.: Mar 3, 17; AB & ON: Mar 10**

April 2014

Provincial Champions

Bantam Drafts

Feature: Good vs. Crazy Hockey Parents: what defines either side?

Booking Deadline: **B.C.: Apr 11; AB: Apr 18; ON: Apr 4**

Materials Deadline: **B.C.: Apr 14; AB: Apr 21; ON: Apr 7**

All content above is subject to change without notice.

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Since 1999, we've been developing educational **in school** programs to help educators teach the curriculum in a fun and engaging way.

We create innovative, curriculum-based in school programs tied to your commercial message and we custom publish to meet the specific needs of your business and brands. We offer youth marketing expertise and high profile, relevant vehicles that reach students, teachers and parents.

5 Key Elements

1. The program is delivered through a website where educators can download classroom-ready materials.
2. The resource is linked to the curriculum while also bringing related brands, current situations or relevant issues.
3. Each program is validated at the outset by an advisory panel of local education specialists.
4. Awareness of the program is maximized with email, direct mail and/or fax communications, directly to the schools and teachers within your community.
5. Each program provides incentives for educators to sign up and use the program in their classroom: free tickets, merchandise, catered lunches, assemblies.

Check it out!

Take a look around a couple of our current in school programs.
You will need the login information below to access the teachers side of the site.



www.capsatschool.com
Username: mikeb
Password: mikeb12



www.skatecanadaatschool.com
Username: admin
Password: patonp



www.canadiensatschool.com
Username: paton
Password: patonp

PAST & PRESENT CLIENTS



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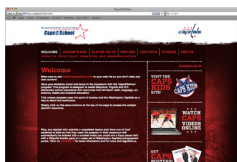


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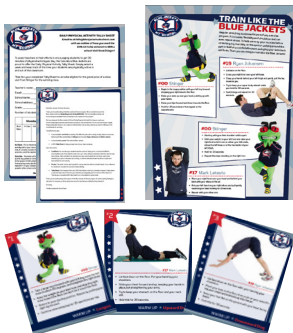
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Getting your branding directly into schools
and directly into kids hands through:

Our web-based programs offer teachers, classroom ready lesson plans (pre-approved by education specialists), which they can download and easily implement in the classroom.



Daily Physical Activity (DPA) Kits help teachers reach their school's daily physical activity requirements.



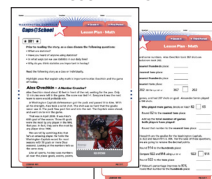
Downloadable games and posters are a great incentive for teachers to give to their students when they have extra time or as a reward.



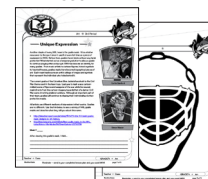
ONLINE

LESSON PLANS

MATH LESSON PLANS



ART LESSON PLANS

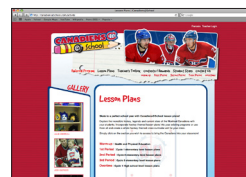


SMART BOARD

Classroom ready lesson plans are an easy alternative for teachers to teach certain subjects. Students learn about a certain subject by using your particular brand.

DPA KITS

POSTERS



Interactive SMART Board lesson plans are a great way to get students involved and excited about the lesson. Teachers are able to alter SMART Board lesson plans based on the grade level they teach.

GAMES

BOOKLETS



This fun, custom magazine will be designed using your colorful, popular branding. This will build a greater attachment to your brand and parents will respect and welcome it as a learning opportunity.

Rates: Quoted individually

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Advertising Rates

Effective January 1, 2013

Rates are quoted per region. National and more than one region discounts apply. Ask your sales representative for more information.

Full Colour	1x	3x	6x	9x	12x	15x	18x	21x	26x
Full page	\$2,665	\$2,540	\$2,420	\$2,302	\$2,195	\$2,090	\$1,990	\$1,895	\$1,805
1/2 page	\$1,735	\$1,650	\$1,575	\$1,500	\$1,425	\$1,360	\$1,295	\$1,235	\$1,175
1/3 page	\$1,200	\$1,145	\$1,090	\$1,040	\$990	\$940	\$895	\$855	\$815
1/4 page	\$935	\$890	\$850	\$810	\$770	\$735	\$700	\$665	\$635
1/6 page	\$800	\$765	\$725	\$695	\$660	\$630	\$600	\$570	\$545
1/8 page	\$535	\$510	\$485	\$460	\$440	\$420	\$400	\$380	\$365
Full DPS	\$5,065	\$4,825	\$4,595	\$4,375	\$4,170	\$3,970	\$3,780	\$3,600	\$3,430
1/2 DPS	\$3,335	\$3,175	\$3,022	\$2,880	\$2,745	\$2,610	\$2,490	\$2,370	\$2,255

Black & White	1x	3x	6x	9x	12x	15x	18x	21x	26x
Full page	\$2,000	\$1,905	\$1,815	\$1,730	\$1,645	\$1,570	\$1,495	\$1,420	\$1,353
1/2 page	\$1,300	\$1,240	\$1,180	\$1,125	\$1,070	\$1,020	\$970	\$923	\$880
1/3 page	\$900	\$860	\$820	\$780	\$740	\$705	\$675	\$640	\$610
1/4 page	\$700	\$670	\$635	\$605	\$580	\$550	\$525	\$500	\$475
1/6 page	\$600	\$575	\$545	\$520	\$495	\$470	\$450	\$425	\$410
1/8 page	\$400	\$385	\$365	\$345	\$330	\$315	\$300	\$285	\$275
Full DPS	\$3,800	\$3,620	\$3,445	\$3,285	\$3,125	\$2,980	\$2,835	\$2,700	\$2,570
1/2 DPS	\$2,500	\$2,380	\$2,270	\$2,160	\$2,055	\$1,960	\$1,865	\$1,780	\$1,695

Covers	1x	3x	6x	9x	12x	15x	18x	21x	26x
Inside	\$3,065	\$2,920	\$2,780	\$2,650	\$2,525	\$2,405	\$2,290	\$2,180	\$2,075
Outside back	\$3,335	\$3,175	\$3,025	\$2,880	\$2,745	\$2,610	\$2,490	\$2,370	\$2,255

All rates are NET CAN\$. Agencies must pay NET rate.
15% surcharge for guaranteed positioning.

Online Display Ads CPM

Leaderboard	\$45
Medium Rectangle	\$35
Skyscraper	\$35
Small Rectangle	\$25

(minimum \$750 commitment)

E-Newsletter CPM

Leaderboard	\$45
Medium Rectangle	\$35
Skyscraper	\$35
Small Rectangle	\$25

(minimum \$750 commitment)

Tournament Listings

Tournament listings are free for minor hockey associations, \$100 for for-profit hockey enterprises.

Contests

We develop customized contests to generate buzz around you—your company, your event, your message.

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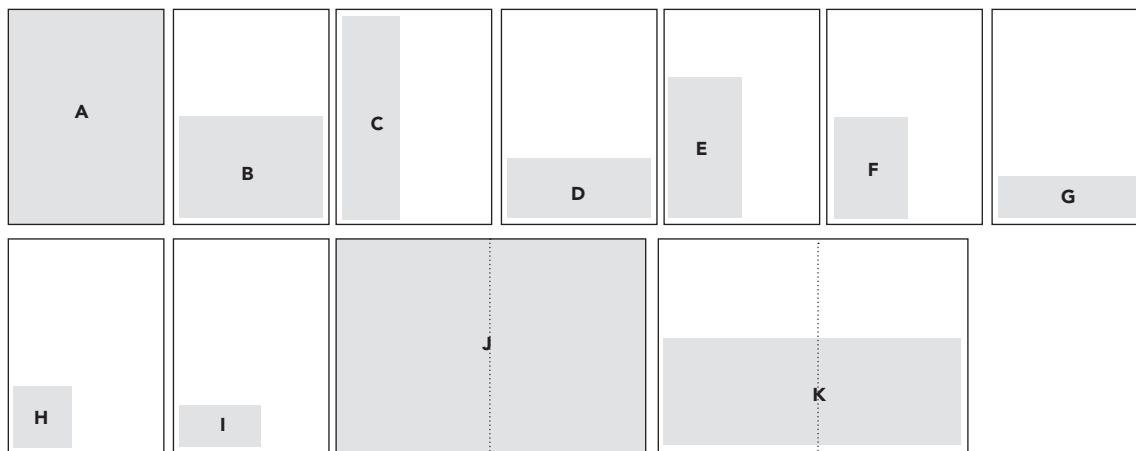
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2013 Display Ad Specifications



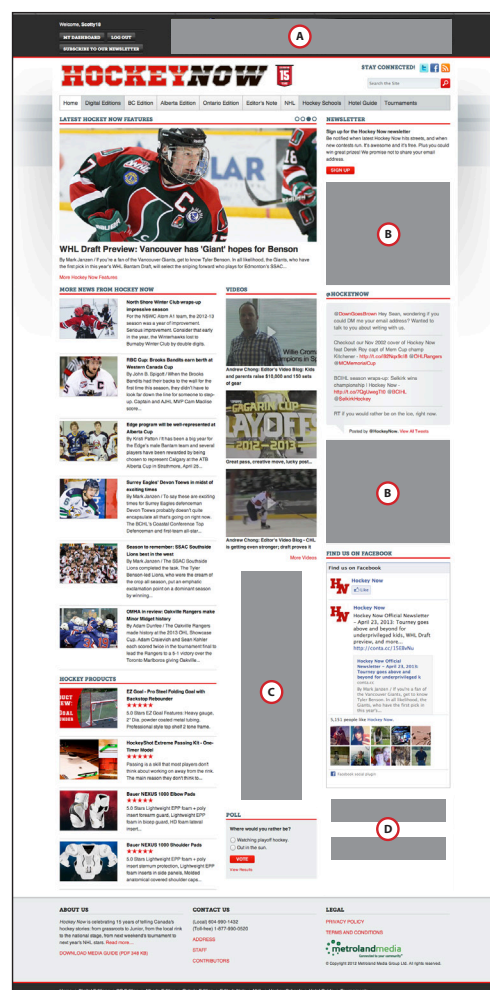
	UNIT	WIDTH	HEIGHT
A	Full page	10.25	12.5
B	1/2 horizontal	10.25	6.125
C	1/2 vertical	5.00	12.5
D	1/3 horizontal	10.25	4.00
E	1/3 vertical	5.00	8.00
F	1/4 island	5.00	6.125
G	1/4 horizontal	10.25	3.00
H	1/6 vertical	5.00	4.00
I	1/8 vertical	5.00	3.00
J	Full DPS	20.5	12.5
K	1/2 pg DPS	20.5	6.125

Online/E-Newsletter

	WIDTH	HEIGHT
A Leaderboard	728px	90px
B Med. Rectangle	300px	250px
C Skyscraper	160px	600px
D Small Rectangle	300px	60px

Print Material Requirements:

Bleed not available. Ad material should be supplied in digital format, as PDF, JPEG or EPS files suitable for commercial printing. Minimum resolution should be 300 dpi at actual size. Adobe Illustrator, InDesign, EPS, 300 dpi JPEG, 300 dpi TIFF and Adobe Acrobat PDF files are supported.



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Unique Opportunities

Special Interest Publications

Imagine you had 25 solid minutes to talk to your key audience?

A custom magazine or program by *Hockey Now* can deliver that for you.

Global research shows that, on average, a custom magazine will be read for 25 minutes or more—and 50 per cent of readers take action.

Special Interest Publications are not just about instant impact that only lasts a few seconds. They focus on the long-term relationship and they have depth of space while being cost-effective and can convey multiple, detailed messages.

These are high quality, tailor-made, editorially-driven publications.

Hockey Now has been publishing magazines for the non-pro hockey market for 15 years and we can do the same for organizations, tournaments, and clients who want to develop their message to their target market; it's the perfect fit for minor hockey associations, teams, leagues, governing bodies, tournaments, and beyond.

Rates: Quoted individually



Event Sponsorship

Hockey Now admires and appreciates what the hockey community does. The game is full of amazing people making outstanding contributions; some in the spotlight, some in the background. We try to recognize and honour some of these people through various promotions and events. Support of these programs allows advertisers to reach beyond the page by giving the advertiser direct access to the people who make hockey such a great game.

Minor Hockey Player of the Year

Chaired by former NHLer Dave Babych, a committee of active Junior hockey scouts select an outstanding Bantam-aged player based on hockey skill, leadership, academic success, and community participation.

Minor Hockey Coach of the Year

Honouring the complete person that is the hockey coach: from volunteerism to building-up young people to teaching hockey skills to conveying life skills and values—the award is about honouring the complete package.

Top 30 Most Influential People in Minor Hockey

Canadian minor hockey is one of the greatest sporting entities in the world; so, who makes it happen? These are the movers, shakers, influencers, and get-er-done'ers of our great game.

The Coaches Site Coaches Conference

Designed to develop minor hockey, the Coaches Conference offers coaches and managers the opportunity to mingle with and learn from the best and brightest in the world.

In School Teaching Program

Innovative, curriculum-based in school programs tied to your commercial message. These programs help educators teach the curriculum in a fun and engaging way.

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