

The Hockey News

2011-12 MEDIA KIT

OUR VISION



Who says you need to retire at 65? At *The Hockey News*, we're in our prime.

Now in our 65th year, *The Hockey News* remains committed to be a leading, authoritative voice in the hockey world, delivering end-to-end coverage of all 30 NHL teams and beyond. Our forte is in-depth analysis, unique features and cutting opinion. The game's brightest stars

and thinkers are spotlighted and given a forum in which to shine. Kids of all ages, meantime, can enjoy the lighter side of the game with our crossword puzzle, Jersey Hound and compelling photos.

We also set the pace when it comes to touting the top prospects in the game, introducing you to tomorrow's stars today with special products such as **Draft Preview** and **Future Watch**. Those publications are industry leaders and cited by media across North America as touchstones for prospect assessment.

On the digital side, **THN.com** is a vibrant source of news and views, updated instantly throughout the day and night. It's the place to go for scores and the stories behind them. And our highly popular mobile application, **THN.mobi**, keeps you in touch wherever you may be.

A newer addition to the family is **Fully Loaded**, our quarterly scan of hockey fashion, lifestyle, gear and goodies that provides a guide on how to look like a pro.

It's a big family, but heck, we are 65 after all – and going strong.

Jason Kay
EDITOR



»» OUR MISSION

THE HOCKEY NEWS is the sport's leading international publication and a trusted, authoritative voice.

OUR GOAL is to deliver relevant stories – from news to opinion to analysis to features – that will resonate in all corners of the hockey community and entertain our readers. Our target audience includes fans, players and professional hockey executives – anyone and everyone who has a vested interest in the game.

FAST FACTS

THE MOST RESPECTED HOCKEY AUTHORITY IN NORTH AMERICA

- **LAUNCHED:** 1947
-
- **PUBLISHED:**
- 26 regular issues
 - 2 top prospect issues
 - Yearbook
(in English & French)
 - Collector's Edition
- PLUS:**
- Year in Photos
 - Poolbook
(in English & French)
-
- **DISTRIBUTION:** English Canada and U.S.
-
- **CIRCULATION:*** Canada 65,074
U.S. 34,953
Total 100,027
-
- **REACH**:** 1.8 Million per single issue
-
- **EDITORIAL PROFILE:** Hockey's Leading International Publication
-
- **DIGITAL:** THN.COM – 372,000 UVs***
THN.MOBI – Over 1.1 Million unique downloads****

*ABC June 2011 **PMB Fall 2011
***Google Analytics, Nov 2010-Jun 2011
****Polar Mobile July 2011



 thn.com

65 YEARS

» Celebrating 65 years, *The Hockey News* offers fans and athletes more depth and a wider scope of hockey coverage than you will find anywhere else

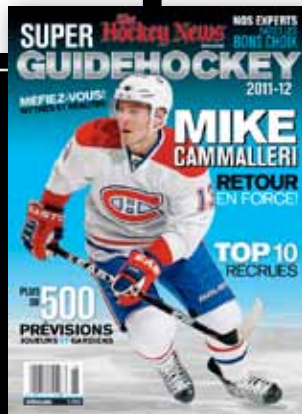
2011-12 SCHEDULE

ISSUE#	COVER DATE	ON-SALE DATE	SPACE BOOKING	MATERIAL DUE	EDITORIAL CONTENT	SPECIAL ADVERTISING SECTIONS
6513	Jan 2	Dec 19	Nov 25	Dec 5	World Junior Preview	
6514	Jan 16	Jan 2	Dec 2	Dec 12	People of Power	
6515	Jan 23	Jan 16	Dec 19	Jan 2		Hockey Products Preview
6516	Jan 30	Jan 23	Jan 3	Jan 9	NHL All-Star /Goalie Special	AHL All-Star
6517	Feb 13	Jan 30	Jan 6	Jan 16		Hockey School Guide
6518	Feb 20	Feb 13	Jan 20	Jan 30		
6519	Mar 5	Feb 20	Jan 27	Feb 6	Trade Deadline	
6520	Mar 19	Mar 5	Feb 11	Feb 21		Memorabilia & Collectibles
NHL FUTURE WATCH	March	Mar 12	Jan 20	Feb 3		
6521	Apr 2	Mar 19	Feb 24	Mar 5	GM Ranking	Ontario Hockey School Guide
6522	Apr 16	Apr 2	Mar 11	Mar 19	Playoff Preview	
6523	Apr 30	Apr 16	Mar 25	Apr 2	Awards Issue	
6524	May 14	Apr 30	Apr 8	Apr 16	Playoffs	
DRAFT PREVIEW	April	May 7	Mar 23	Mar 30		
6525	May 28	May 14	Apr 20	Apr 30	Playoffs	Memorial Cup
6526	June	May 28	May 7	May 14	Stanley Cup Preview	
YEAR IN PHOTOS	June	Jun 22	May 28	Jun 4		
6601	July	Jun 25	Jun 4	Jun 11	Stanley Cup Review	Goalie Buyers' Guide
6602	August	Jul 23	Jul 2	Jul 9	NHL Entry Draft/ Free Agents	Skate Buyers' Guide
*POOLBOOK	July	Aug 6	Jun 22	Jun 29		
*YEARBOOK	August	Aug 20	Jul 6	Jul 13		
6603	Sep 10	Aug 27	Aug 3	Aug 13		Equipment Buyers Guide
6604	Sep 17	Sep 10	Aug 20	Aug 27	Training Camp Preview	Stick Buyers Guide
6605	Oct 1	Sep 17	Aug 27	Sep 4	Season Opener	
6606	Oct 15	Oct 1	Sep 10	Sep 17	Minor Pro/Junior Preview	
6607	Oct 29	Oct 15	Sept 24	Oct 1	NCAA Preview	
COLLECTOR'S ISSUE	October	Oct 22	Sep 7	Sep 14		
6608	Nov 5	Oct 29	Oct 1	Oct 9	Bucks and Pucks	Holiday Gift Guide (Part1)
6609	Nov 12	Nov 5	Oct 12	Oct 22	No Money Issue	
6610	Nov 19	Nov 12	Oct 19	Oct 29	NHL Rookie Report	Holiday Gift Guide II
6611	Dec 3	Nov 19	Oct 26	Nov 5		NCAA Guide
6612	Dec 17	Dec 3	Nov 9	Nov 19		

Note: All dates and editorial lineup subject to change

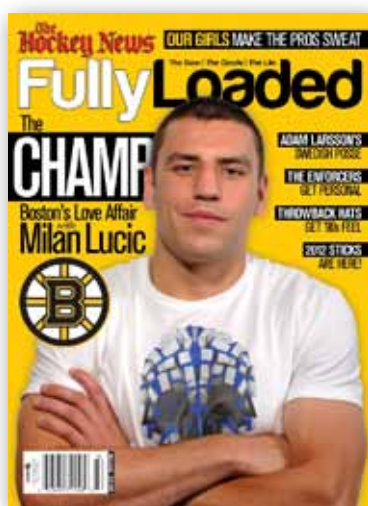
+ FRENCH ISSUES »»

* Same close dates as English Poolbook and Yearbook



FULLY LOADED

A GUIDE ON HOW TO LOOK AND LIVE LIKE A PRO. A QUARTERLY SCAN OF FASHION, LIFESTYLE, GEAR & TOYS.



➤ **DISTRIBUTION:** 55,000

➤ **ISSUES:**
Quarterly

➤ **REGULAR FEATURES:**

Health - nutrition & training

Fashion - from red carpet to streetwear

Gear - equipment, gadgets, electronics & gaming

Lifestyle - women, grooming, automotive, travel and leisure

NHL Personalities - hot young talent to big name players

ISSUE	COVER DATE	ON-SALE DATE	SPACE BOOKING	MATERIAL DUE	EDITORIAL CONTENT
FULLY LOADED	March	Feb 27	Jan 13	Jan 20	Golf/Spring Fashion
FULLY LOADED	June	Jun 4	Apr 20	Apr 27	Training/Health/Outdoors
FULLY LOADED	September	Sep 3	Jul 20	Jul 27	Travel/Fall Fashion
FULLY LOADED	December	Dec 10	Oct 26	Nov 2	Tech & Toys



OUR READERS

41x

MORE LIKELY TO BUY OR LEASE A VEHICLE IN THE NEXT 12 MONTHS

63x

MORE LIKELY TO HAVE A HOUSEHOLD INCOME MORE THAN \$125K

39x

MORE LIKELY TO BE THE FIRST TO OWN NEW ELECTRONICS

TOTAL READERS 1,800,000

AVERAGE AGE

34

AVERAGE HOUSEHOLD INCOME

\$92,024

Male	81%
Age 18-49	65%
MOPEs/White Collar	32%
HHI \$75,000+	56%
Households with Kids <18	53%
Principle Grocery Shopper	49%
Own Home	77%

Source: PMB Fall 2011 Net Cda 12+



thn.com

+ PHENOMENAL MALE REACH

MAGAZINES

*The Hockey News**

MacLean's

Outdoor Canada

Golf Canada

Canadian Home Workshop

Chill Magazine

MALE REACH/ISSUE

1,465,000

1,353,000

1,198,000

827,000

588,000

307,000

Source: PMB Fall 2011 Nat Cda M12+ (does not include U.S. readership)



ADVERTISING RATES 2012

SUBSCRIBER PACKAGE Net Rates

AD SIZE	1-5X	6-15X	16-25X	26X+
Full Page, 1/2 Horizontal Spread	\$9,818	\$9,327	\$8,836	\$8,345
Double Page Spread	\$16,690	\$15,855	\$15,021	\$14,186
2/3 Vertical	\$7,363	\$6,995	\$6,627	\$6,259
1/2 Horizontal	\$6,381	\$6,062	\$5,743	\$5,424
1/3 Vertical, 1/3 Horizontal	\$4,418	\$4,197	\$3,976	\$3,755
1/4 Banner	\$3,436	\$3,264	\$3,093	\$2,921

POOLBOOK, YEAR IN PHOTOS Net Rates

FP	DPS	2/3	1/2	1/3	BANNER
\$5,800	\$9,281	\$4,060	\$3,190	\$2,030	\$1,450

French Editions YEARBOOK, POOLBOOK Net Rates

FP	DPS	2/3	1/2	1/3	BANNER
\$3,549	\$5,678	\$2,484	\$1,952	\$1,242	\$887

FULLY LOADED Net Rates

FP	DPS	2/3	1/2	1/3	BANNER
\$4,675	\$7,480	\$3,273	\$2,571	\$1,636	\$1,169

»» SPECIAL POSITIONING

- Outside Back Cover 20% extra on space
- Inside Front Cover 15% extra on space
- Inside Back Cover, Guaranteed Positioning 10% extra on space

TECHNICAL SPECS

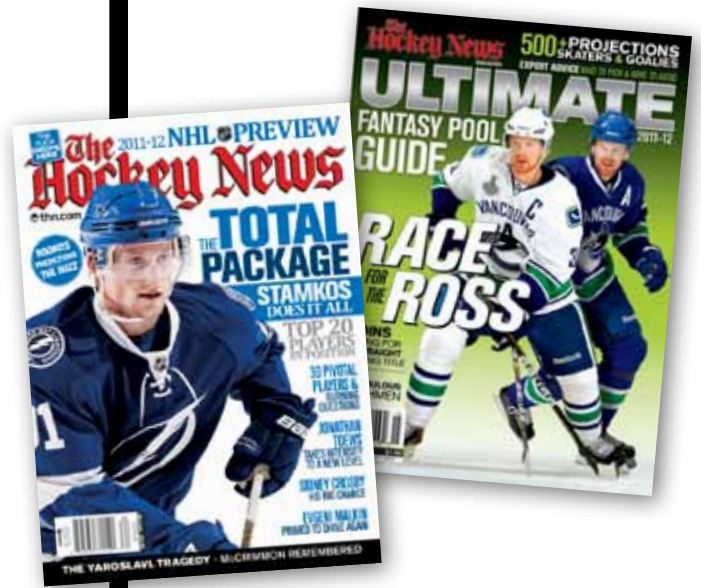
METHOD OF PRODUCTION

- The **WEEKLY /YEAR BOOK/SIP** editions are printed by high-speed web offset at a resolution of 300 ppi/150 lpi. **Max. Ink Density 295%**. All material must adhere to dMACS standards.
- The Hockey News **POOLBOOK** edition is printed by high-speed web offset at a resolution of 300 ppi/150 lpi, and Saddle Stitched. **Max. Ink Density (Poolbook) 260%**. All material must adhere to dMACS standards.
- Folding and trimming are subject to variation.
- Please adhere to the live area specifications as stated above.
- Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. *The Hockey News* is not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type.
- All ads with bleed must have 1/8" minimum bleed on all four sides. Crop/Registration marks should also have a minimum offset of 1/4" (18 pts) beyond Trim.

REQUIRED MATERIAL FOR UPLOADING

- The ad **MUST** be uploaded as a press-ready PDF-X-1a file. Information on creating a proper PDF file is available on the Magazines Canada website (www.magazinescanada.ca).
- Ad Portal **CANNOT** accept TIFF/IT or CT LW files, nor native files such as Microsoft Word, QuarkXPress, or Adobe InDesign, Photoshop or Illustrator.
- Do not use Spot colours or RGB art. Keep all colours CMYK. any Black/ Grey type as one colour black (no four colour black text).

AD SIZE	LIVE AREA	TRIM SIZE	BLEED SIZE
1/4 Banner	7 ³ / ₈ " x 2 ¹ / ₁₆ "	—	—
1/3 Vertical	2 ¹ / ₄ " x 10 ¹ / ₄ "	2 ³ / ₄ " x 10 ³ / ₄ "	3" x 11"
1/3 Horizontal	7 ³ / ₈ " x 3"	7 ⁷ / ₈ " x 3 ¹ / ₂ "	8 ¹ / ₈ " x 3 ³ / ₄ "
1/2 Horizontal	7 ³ / ₈ " x 4 ⁷ / ₈ "	7 ⁷ / ₈ " x 5 ³ / ₈ "	8 ¹ / ₈ " x 5 ⁵ / ₈ "
2/3 Vertical	4 ³ / ₈ " x 10 ¹ / ₄ "	4 ⁷ / ₈ " x 10 ³ / ₄ "	5 ¹ / ₈ " x 11"
Full Page	7 ³ / ₈ " x 10 ¹ / ₄ "	7 ⁷ / ₈ " x 10 ³ / ₄ "	8 ¹ / ₈ " x 11"
1/2 Horizontal Spread	15 ¹ / ₄ " x 4 ⁷ / ₈ "	15 ³ / ₄ " x 5 ³ / ₈ "	16" x 5 ⁵ / ₈ "
Double Page Spread	15 ¹ / ₄ " x 10 ¹ / ₄ "	15 ³ / ₄ " x 10 ³ / ₄ "	16" x 11"



USING THE FREE AdDirect™ AD PORTAL

All ads must be delivered via Magazines Canada's AdDirect™ ad portal

1) Log into Magazines Canada's AdDirect™ Ad Portal (<https://adirect.sendmyad.com>).

NOTE: A user account will have to be set up upon the first visit.

2) Select the publisher/magazine you are advertising with.

Complete the relevant ad info, then click Upload.

3) Follow the onscreen preflight process.

4) Approve your ad.

AD PORTAL TECH SUPPORT

Attn: John Palmeri Tel: (416) 227-8262
palmerij@transcontinental.ca

■ Please do not forward ads to this contact

PRODUCTION INQUIRIES

Attn: Pamela Reyes, Production Coordinator
Tel: (416) 227-8261



ADVERTISING INFORMATION CONTACT:

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