

✦ 2024-25 ✦  
MEDIA GUIDE

# THE WORLD'S LARGEST HOCKEY MAGAZINE



**USA Hockey**  
MAGAZINE



## The World's Most Widely Distributed Hockey Publication

*USA Hockey Magazine* is circulated to more than 430,000 homes representing every registered youth hockey player, coach and official in the United States. There is no other hockey publication that even comes close to the circulation of *USA Hockey Magazine*.

## Over Three Decades of Publishing Experience

*USA Hockey Magazine* has delivered quality, engaging content ever since the first iteration in newsprint in 1976. It continues to cover the game of hockey in spectacular fashion more than 45 years later.

## Growing the Game

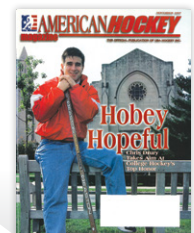
*USA Hockey Magazine* is dedicated to growing the game of hockey throughout the U.S. with comprehensive coverage from the Mites to the Pros.



1970s



1980s



1990s



2000s



2010s



***USA Hockey Magazine* sits on the coffee table of every member of USA Hockey.** Year after year, members claim the magazine as the #1 benefit of their membership.

## Circulation

Average circulation of 430,000 non-duplicated U.S. hockey households, representing more than 650,000 members of USA Hockey, Inc., the national governing body for the sport of ice and inline hockey in the United States. Circulation audit (AMM).



## Frequency Discount

Frequency rates are based on the number of insertions used during a 12-month period. Frequency rates are allowed in advance only with signed contracts received by first closing date; otherwise, frequency rates allowed as earned.

## Terms

All rates are NET. Advertisements less than \$1,000 must be pre-paid. Terms are net 30 days upon approved credit. Charges of 1.5% per month will be applied to invoices over 30 days past due. Payment may also be made via Visa, MasterCard or American Express. All payments must be remitted in U.S. currency.

Size	Dimension	1x	4x	7x	10x
Back Cover	8 1/4" x 10 7/8"	\$14,960	\$13,605	\$12,910	\$12,210
Inside Cover	8 1/4" x 10 7/8"	12,835	12,190	11,545	10,910
Spread (2-page)	16 1/2" x 10 7/8"	22,585	21,450	20,320	19,195
Full Page	8 1/4" x 10 7/8"	12,110	11,520	10,935	10,290
2/3 Page Vertical	4 3/4" x 9 7/8"	9,765	9,290	8,815	8,235
1/2 Page Vertical	3 1/2" x 9 7/8"	7,415	7,045	6,690	6,325
1/2 Page Horizontal	7 1/4" x 4 7/8"	7,415	7,045	6,690	6,325
1/3 Page Vertical	2 1/4" x 9 7/8"	5,070	4,820	4,575	4,330
1/4 Page Vertical	3 1/2" x 4 7/8"	3,975	3,775	3,575	3,375

## The Hockey Pro Shop

1/4 Page Horizontal	7 1/4" x 2 3/8"	3,975	3,775	3,575	3,375
1/6 Page Vertical	2 1/4" x 4 7/8"	2,500	2,380	2,255	2,120
1/6 Page Horizontal	4 3/4" x 2 3/8"	2,500	2,380	2,255	2,120
Classified Display	2 1/4" x 2 3/8"	1,255	1,190	1,130	1,075
Classified	2 1/4" x 1"	645	615	580	550

### Page Size:

Trim: 8 1/4" x 10 7/8"  
Safety: 7 3/4" x 10 3/8"  
Bleed: 8 1/2" x 11 1/8"

Bleeds accepted on full page ads only.

### Paper:

Cover - 60# Gloss Text  
Text - 34# Gloss Text

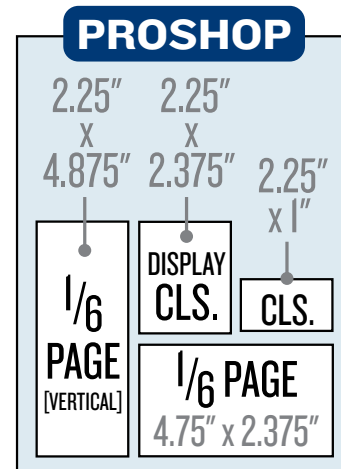
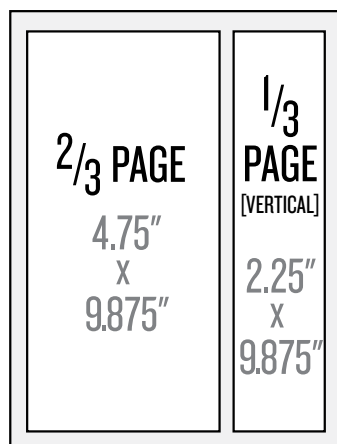
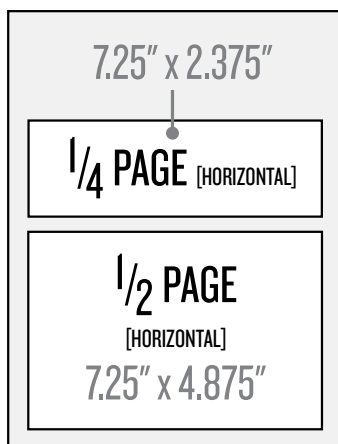
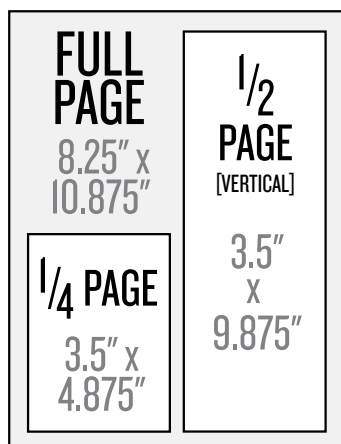
### Print:

Cover & Text:  
Web Heatset

### Bindery:

Saddle-stitched

## Ad Sizes





\*Digital Exclusive Issue \*\*Subject to change

## Advertising Deadlines & Editorial Calendar

Along with the 5 print issues, all 9 issues will also be digital. All ads in the print issues will also run in the digital issues.

Issue Date	Space	Material	Mail	Dig. Publish	Highlights & Themes**
September 2024	7/22/24	7/29/24	9/5/24	9/12/24	HockeyTech Guide & Uniform Guide
October 2024	8/26/24	9/6/24	10/5/24	10/13/24	NHL Issue, Stick Guide & Backyard Rink Guide
Nov/Dec 2024	9/25/24	10/7/24	11/6/24	11/14/24	Holiday Gift Guide
Jan/Feb 2025	11/18/24	12/6/24	1/6/25	1/10/25	Hot Products Guide
March 2025	1/20/25	1/27/25	3/5/25	3/10/25	Hockey Camp Issue
April 2025*	3/17/25	4/8/25	n/a	4/17/25	National Championship Issue ( <i>Digital Exclusive Issue</i> )
May 2025*	4/23/25	5/9/25	n/a	5/22/25	( <i>Digital Exclusive Issue</i> )
June 2025*	5/26/25	6/9/25	n/a	6/20/25	Goalie Issue ( <i>Digital Exclusive Issue</i> )
July/Aug 2025*	6/20/25	7/10/25	n/a	7/22/25	Skate Guide ( <i>Digital Exclusive Issue</i> )

### Digital Specs

Touchpoint Media prefers to receive ads in **Hi-res PDF format**.

Adobe InDesign, Adobe Illustrator EPS (w/outlined fonts), Adobe Photoshop (JPG/TIF/EPS) formats are also accepted. You can email or send a download link for the files. Be sure to include all appropriate artwork and typefaces if necessary. Ensure all embedded images are in CMYK format. We cannot be responsible for RGB or spot color print production.

### Ad Submission

Ads can be e-mailed to **info@touchpointmedia.com**.

File too large to send over via email? We recommend using **WeTransfer.com**. It is a free service that allows large files to be compressed and sent via link.

### Ad Creation

Full service design, digital photography and production capabilities are all available at competitive pricing. Please talk to your sales representative for details.

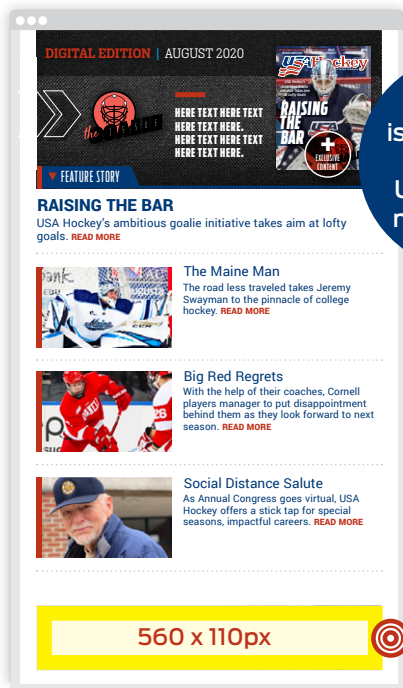


TO ADVERTISE  
Call today, or see page 12  
for a list of contacts.

touchpoint

PH: (763) 595-0808  
touchpointmedia.com





1.

Each issue is e-mailed to the entire USA Hockey member list.

Exclusive banner ad within Digital Edition email.  
(Send file as 1120x220px)



2.

Each issue is featured on the USA Hockey Magazine website.

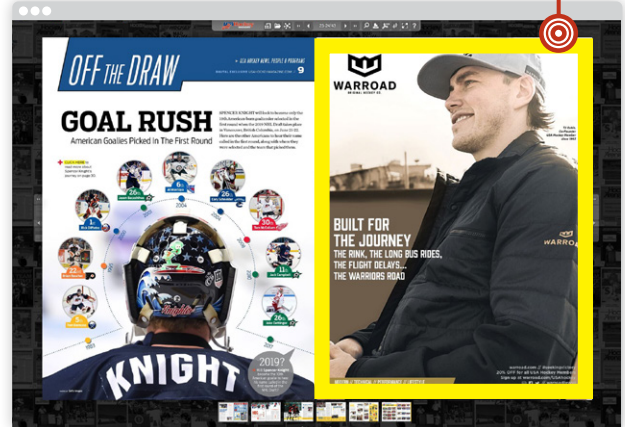
Your advertisement live-linked within the digital edition of the magazine.

## More than 650,000 members

of USA Hockey who receive the printed magazine at their homes five times each season, also have the opportunity to read the publication in an interactive digital format. USA Hockey will be delivering 5 digital-exclusive issues this hockey season.

The digital edition engages hockey players, coaches, officials and hockey families like never before, and provides additional exposure and value for USA Hockey Magazine advertisers.

1. Each issue is emailed to the entire USA Hockey member list. (430,000)
2. Each issue is posted on USA Hockey Magazine home page for anyone to access.



## Digital Issue Rates & Sizes

Full Page (8 1/4" x 10 7/8"): \$2500

1/2 page (7 1/4" x 4 7/8"): \$1500

1/4 page (3 1/2" x 4 7/8"): \$900

## ★ Online/Digital Edition/Social Media Bundle Package

1. Online  
175x160 pixel banner ad on USA Hockey Magazine website home page for one month
2. Digital Edition  
Full page ad in digital issue of USA Hockey Magazine 8.25" x 10.875"
3. Social Media  
1 Facebook & Twitter post per month

**TOTAL COST: \$3,000 per month**



## Digital Edition Ads

Maximize the power of media by designing a customized version of your ad in print and digital (see example to the right).

- When sending your ad file, you may send a second version indicating where to place the video.
- Add multiple targeted links to specific product pages on your website or other media.

## Video

Whether you'd like to showcase your product or service, demonstrate how it works or enhance your brand's personality—using video can help you connect with your consumers. Engage *USA Hockey Magazine* readers by including a video in your digital advertisement. With a digital circulation of more than 452,000 members, *USA Hockey Magazine* reaches the entire member list and is posted online for anyone to access.

Interactive video can be embedded into ads one half-page or larger, can be set up to play automatically and can be placed anywhere on the page.

**Cost: \$500 per video**



## DIGITAL AD



Ad Example customized for digital edition to feature video and targeted links.

You may submit a 2nd version of your ad designed with a spot to play the video.

Insert multiple targeted links to website, media, and more!

**Video specs:** Your video file should not exceed 50 MB, since the media link system is made to show small formats such as commercials and spots. If the video file does exceed our 50 MB recommendation, the file will be optimized for the system.

Please send in one of the following formats: mp3, mp4, ogv, ogg, swf, avi, mpg, mov, wmv, mpeg or flv. If you'd prefer to send in a YouTube or Vimeo format, feel free to send us the link.

## Home Page

- Premium Sponsor Banner**  
525 x 125 pixels | \$750/month
- Premium Skyscraper**  
175 x 250 pixels | \$500/month
- Proshop Double Banner**  
175 x 160 pixels | \$400/month
- Proshop Banner**  
175 x 80 pixels | \$300/month

All Proshop Banner Ads rotate in order randomly with page refresh and are located throughout the site in addition to the home page. Please send ads in one of the following formats: jpg, png, psd, gif, or animated gif.

## Camp Listings

- \$450/year



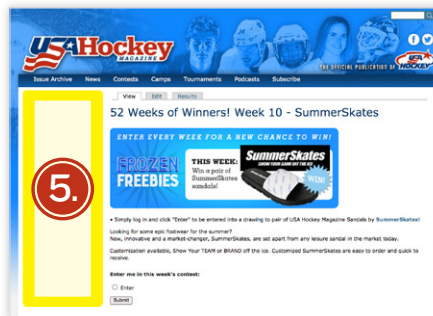
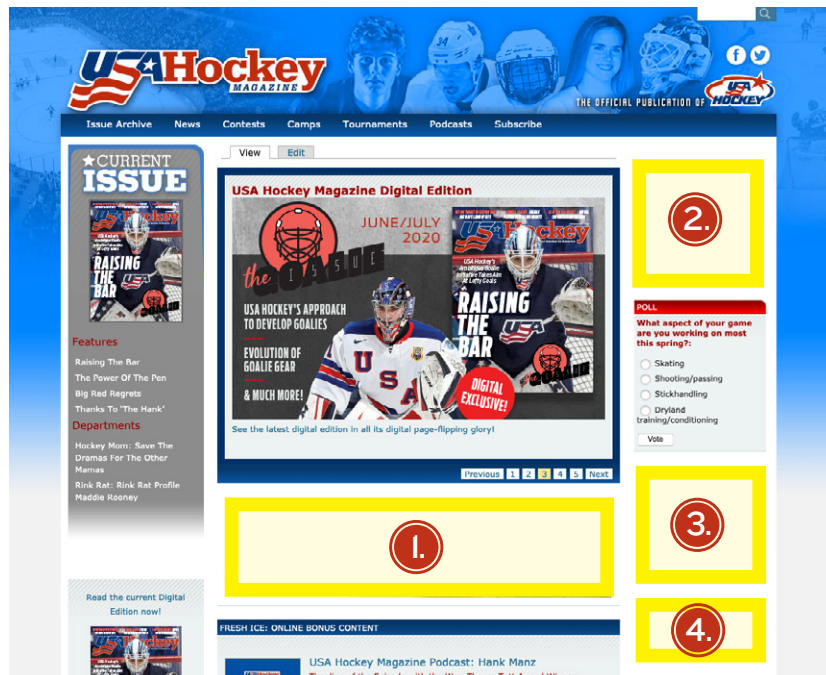
## Tournament Listings

- \$450 per listing/year



## USA Hockey Magazine Podcast

- Mentioned as sponsor on the podcast and logo on the podcast page.



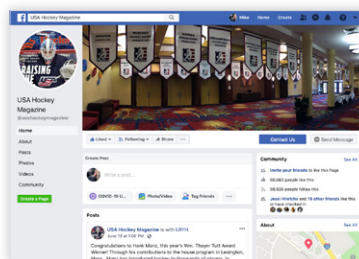
## Contests

- Sponsorship Skyscraper**  
175 x 500 pixels

Sponsor the Frozen Freebies contest and receive a Sponsorship Skyscraper ad on all contest pages for the full week as well as contest promotion.

## Social Media

Advertisers running a 1/4 page ad size or larger have access to the USA Hockey Magazine social media channels



-  **Facebook**  
Promotion of contests, deals, magazine events, etc.



-  **Twitter**  
Promotion of contests, deals, magazine events, etc.

# 8 // PROMOTIONAL INSERTS



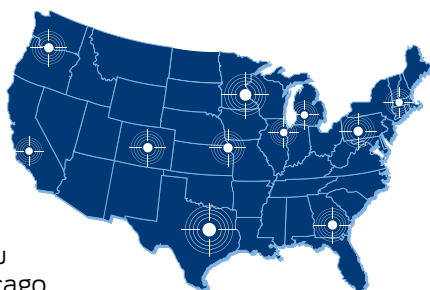
**Call for rates on inserting your brochure or collateral piece.** We offer a one-stop shop for full service design, digital photography, production and printing services.

Your printed piece inserted into the magazine targeting the specialized market of your choice!

**TARGET YOUR CORE AUDIENCE, AND MAIL YOUR INSERT FOR LESS THAN YOU COULD YOURSELF!**

## Select Your Target Area(s)

1. You tell us which state(s) you would like to receive your brochure that will be inserted into the magazine. We can identify specific areas of the state(s), as specific as the first three digits of the zip code, which in postal terms is called an "SCF."



For example, if you select Illinois, you have the option of targeting the Chicago metro area.

2. Once you decide where the brochure will be sent, we will provide a household count, representing the total number of USA Hockey members in those areas.

3. You have the option of sending to all households, or a preset number that you choose. There is a minimum quantity of 20,000 inserts per order.

## Cost:

Over 50,000 pieces	Under 50,000 pieces
<b>\$200</b>	<b>\$250</b>
Per Thousand Brochures	Per Thousand Brochures
(Or \$0.20 Per Piece)	(Or \$0.25 Per Piece)

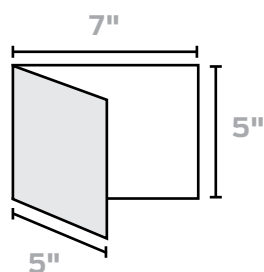
**20,000 Piece Minimum Requirement**

1. Save money on printing and shipping by having us print and ship your brochure. Please call your sales representative today for details.
2. If you decide to print your own brochure, please contact your sales rep. for delivery deadlines and the shipping address.

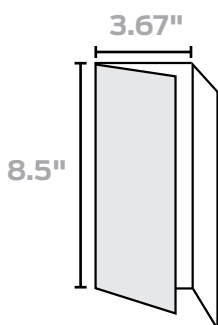
## Insert Sizes

Select from any of these options:

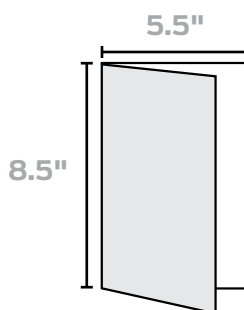
### 12" X 5" SMALL FLAP



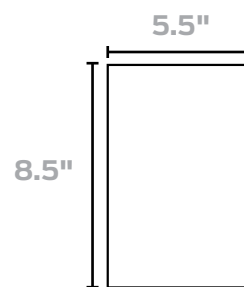
### 8.5" X 11" TRI-FOLD



### 8.5" X 11" BI-FOLD



### FRONT/BACK CARD

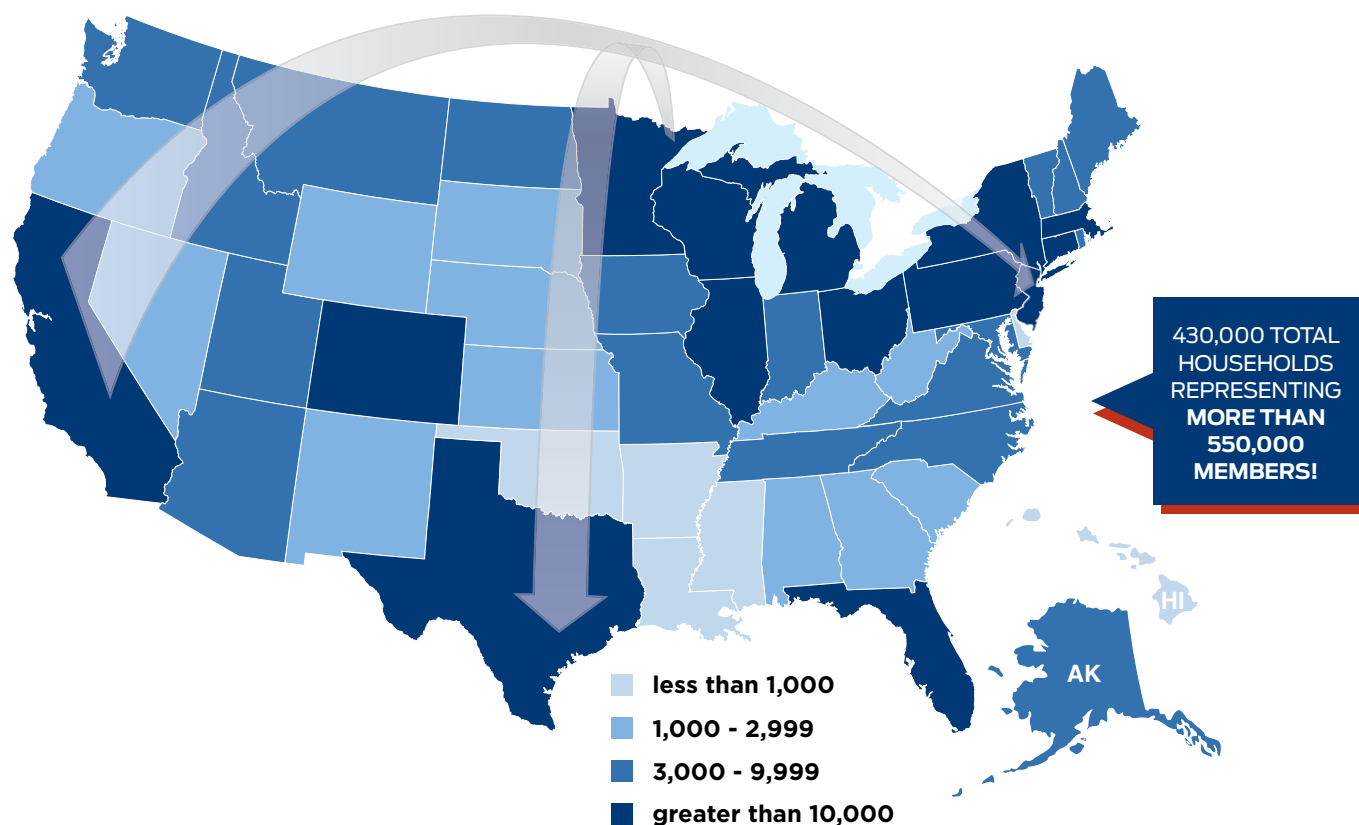




From Duluth to Dallas  
and L.A. to Long Island



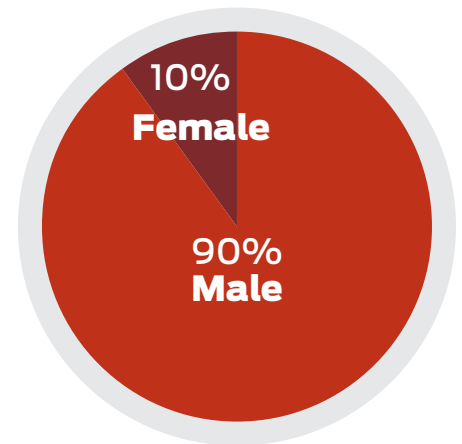
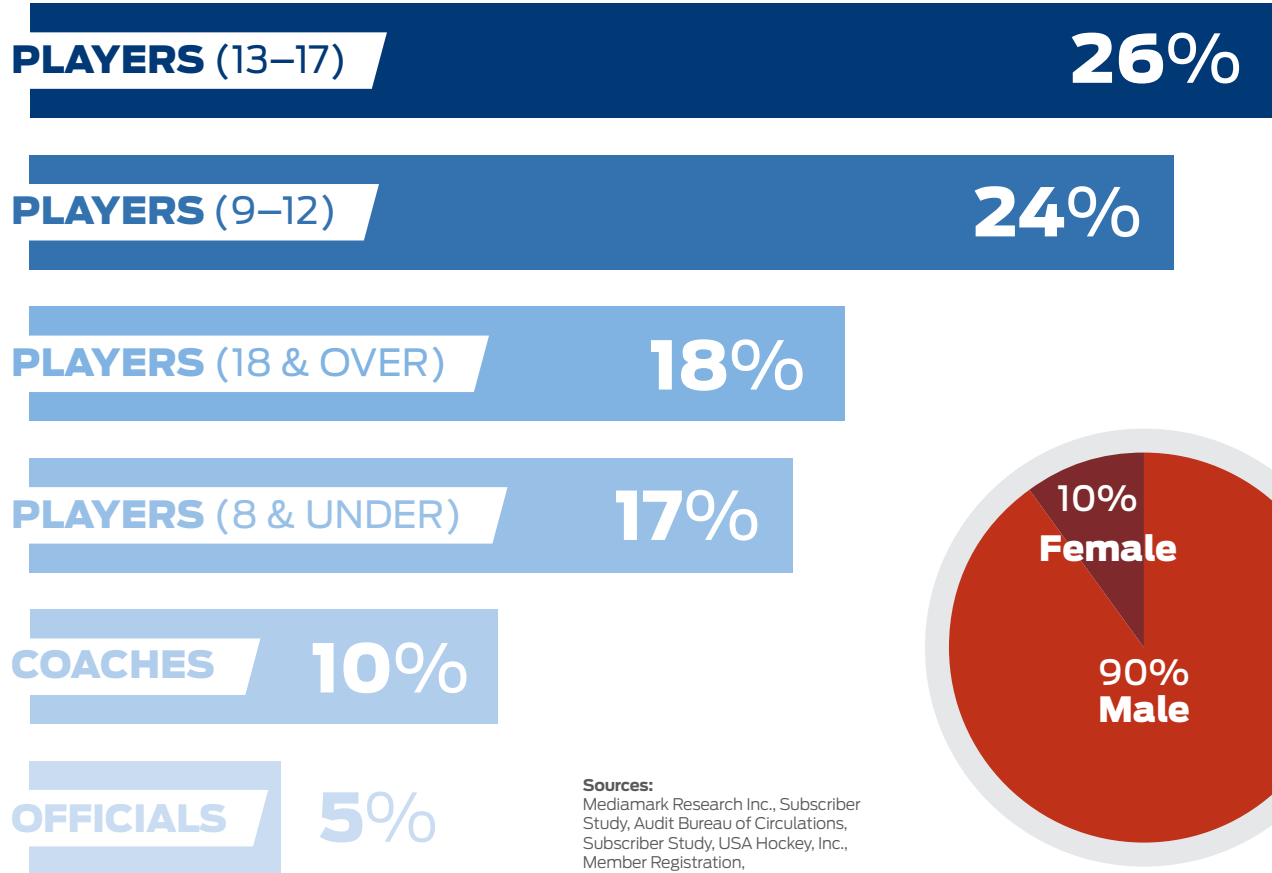
USA HOCKEY MAGAZINE is one of the world's most widely distributed youth sports magazines.



### Distribution by State

STATE	TOTAL	STATE	TOTAL	STATE	TOTAL	STATE	TOTAL
AK	6,326	ID	2,965	MT	3,906	RI	3,044
AL	1,567	IL	23,957	NC	5,371	SC	1,981
AR	284	IN	5,128	ND	5,336	SD	2,196
AZ	6,517	KS	1,472	NE	1,561	TN	3,825
CA	24,701	KY	1,535	NH	4,645	TX	11,613
CO	12,174	LA	388	NJ	15,410	UT	3,608
CT	9,358	MA	34,709	NM	1,112	VA	7,655
DC	1,058	MD	8,085	NV	1,799	VT	3,391
DE	846	ME	5,259	NY	38,350	WA	7,719
FL	12,254	MI	37,074	OH	12,562	WI	15,577
GA	1,875	MN	43,493	OK	795	WV	976
HI	248	MO	6,119	OR	2,211	WY	1,711
IA	2,916	MS	256	PA	25,952	<b>TOTAL</b>	<b>432,773</b>

## Membership Profile



**Sources:**  
Mediamark Research Inc., Subscriber Study, Audit Bureau of Circulations, Subscriber Study, USA Hockey, Inc., Member Registration,

## Household Profile



**54.9%** HAVE MALE CHILDREN 12-17 YEARS OF AGE  
5x the national average

**51.2%** HAVE MALE CHILDREN 6-11 YEARS OF AGE  
5x the national average

**\$115,500** MEDIAN HOUSEHOLD INCOME  
more than double the national median  
Source: 2016 Doublebase Study

**94.3%** OWN PRIMARY RESIDENCE

**75.5%** HEAD OF HOUSEHOLD IS MARRIED  
30% more than the national average

**87%** of households have a regular reader of the magazine.

Defined as someone who reads 3 or 4 out of 4 issues delivered. The mean number of issues read per household is 3.6 out of 4.0 issues delivered.

**75%** of adult respondents indicated they read the magazine.

Research suggests that both young players and parents read the magazine.

**3.2** is the median number of readers per household.

*USA Hockey Magazine* has a monthly circulation eclipsing 440,000. The average readership per copy is more than ONE MILLION.

**35.3%** of readers purchased in-magazine products!

Households that receive the magazine are very passionate about their activities and involvement related to hockey, so they respond and take action.



**53.1%**

read the magazine as soon as it arrives in the mail



**39.1%**

say it is one of their favorite magazines



**43.3%**

visited a website for information or product purchase



**38.1%**

followed advice or applied training tips from the magazine



**35.3%**

purchased products or brands shown in the magazine

Sources:  
Mediamark Research Inc., Subscriber Study,  
Audit Bureau of Circulations, Subscriber Study,





## touchpointmedia.com

Main Office: 1601 Utica Avenue South, Suite 110 Minneapolis, MN 55416  
PH: (763) 595-0808 • FAX: (763) 595-0016 • E-MAIL: [info@touchpointmedia.com](mailto:info@touchpointmedia.com)

[facebook.com/touchpointmedia](https://facebook.com/touchpointmedia)

[twitter.com/\\_Touchpoint](https://twitter.com/_Touchpoint)

[instagram.com/touchpointmedia](https://instagram.com/touchpointmedia)



## To Advertise, please contact:

### Director of Advertising

Bryan Nelson  
(763) 222-2405  
[bryan@touchpointmedia.com](mailto:bryan@touchpointmedia.com)

### Advertising Coordinator

Emma Goldsworthy  
(763) 222-2418  
[emma@touchpointmedia.com](mailto:emma@touchpointmedia.com)

### CEO

Laura McEwen  
(203) 451-4191  
[laura@touchpointmedia.com](mailto:laura@touchpointmedia.com)

### Chairman

Steve Farbman  
[steve@touchpointmedia.com](mailto:steve@touchpointmedia.com)

### President

Jim McEwen  
[jim@touchpointmedia.com](mailto:jim@touchpointmedia.com)

### Senior Vice President

Dave Jensen  
(763) 222-2401  
[dave@touchpointmedia.com](mailto:dave@touchpointmedia.com)

### Creative Director

Rob Johnson  
(763) 222-2406  
[rob@touchpointmedia.com](mailto:rob@touchpointmedia.com)

### Art Director

Mike DeArmond  
(763) 222-2410  
[mike@touchpointmedia.com](mailto:mike@touchpointmedia.com)

### Art Director

Brandon Favre  
(763) 222-2423  
[brandon@touchpointmedia.com](mailto:brandon@touchpointmedia.com)

### Managing Editor

Aaron Paitich  
(763) 222-2407  
[aaron@touchpointmedia.com](mailto:aaron@touchpointmedia.com)

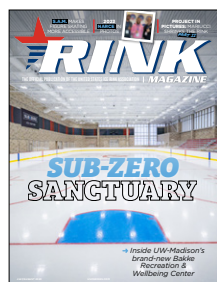
## Additional Opportunities

Touchpoint Media also offers opportunities with the following publications:



### Minnesota Hockey Journal

Supplement to *USA Hockey Magazine* reaching over 40,000 homes in Minnesota four times each season.



### Rink Magazine

Sent to nearly every ice rink owner and operator in the nation six times annually.



### Stops & Starts

Distributed to every college hockey coach five times annually.



### One Timers

Must-read stories each week, sent to hockey leaders and enthusiasts.