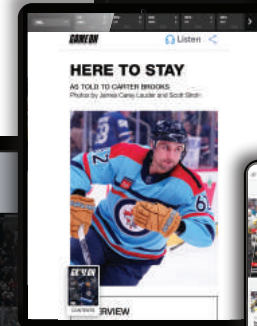
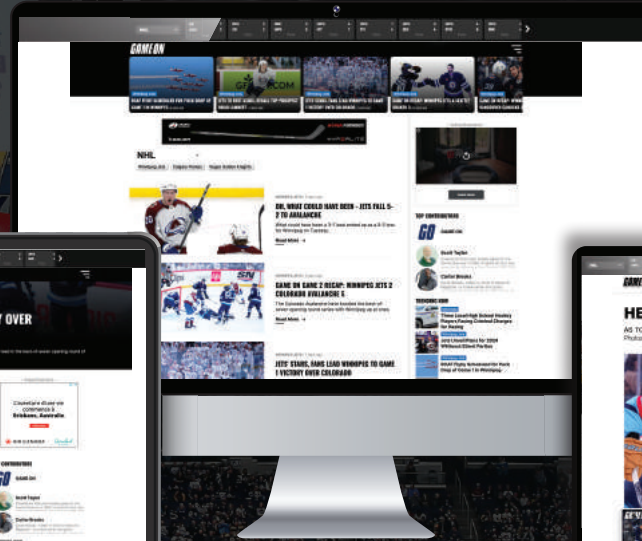
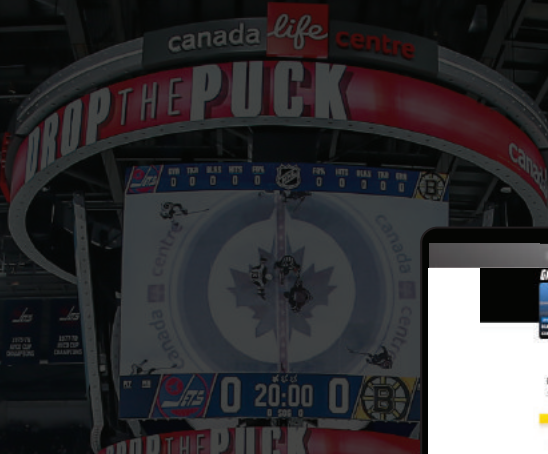


GAME ON

The established and trusted local sports media brand committed to the growth, development and success of local athletes across Manitoba's Hockey Community.



2024 Media Kit | Advertising and Leagues/Team Player Sponsorship Opportunities

The Davis Media Company

THIS ISSUE: OUR FEMALE PLAYERS OF THE YEAR! YES, WE HAVE THREE!

MANITOBA'S HOCKEY COMMUNITY

GAMEONHOCKEY.CA

GAME ON

55
MARK
SCHEIFELE

CHRISTMAS, FAITH AND
THE NEW LOOK OF THE
WINNIPEG JETS

50
PAGES

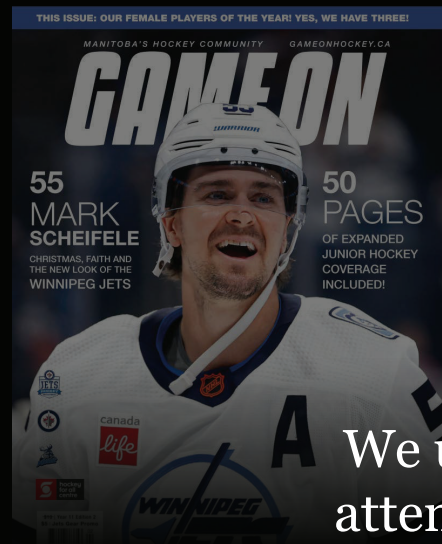
OF EXPANDED
JUNIOR HOCKEY
COVERAGE
INCLUDED!



GAME ON

THE GAME ON MISSION

To deliver the best quality-actionable content for Manitoba hockey parents, local players and fans through inspirational and educational editorial features and profiles of our high-performing athletes across our province's leagues and teams.



We understand that being a hockey parent involves much more than just attending games and cheering from the sidelines. *Game On* aims to equip parents with the knowledge and tools they need to support their kids' success. We deliver content in every way our readers love to learn and engage.

MAGAZINE

5

Issues Per Year

5,155+

Print & Digital Circulation

18,042

Readership

*Based on 3.5 Readers Per Copy / Household

WEBSITE & SOCIAL

45,550+

Page Views Monthly

30,275+

Unique Visitors Monthly

3,000+

Social Media Following

WEEKLY NEWSLETTER

3,150+

Digital Subscribers

36.9%

High-Engagement Open Rates

10.9%

Average CTR

READER PROFILE

65%/35%

Male / Female Audience

\$157,320

Household Income

25-45

Average Age Range

GAME ON

Print and Digital Distribution 5 times per season.

GAME ON is available at Canada Life Centre, Jets Authentic Team Stores, hockey for all centre, and is also available at several local hockey arenas province wide and sold in Chapters and McNally Robinson bookstores.

- Chapters Indigo
- McNally Robinson
- IceTime Sports
- hockey for all centre
- Seven Oaks Arena
- The Rink Training Centre
- Keith Bodley Arena
- St. Vital Centennial Arena
- Gateway Arena
- St. James Civic Centre
- Terry Sawchuk Arena
- Transcona East End CC
- Jonathan Toews Sportsplex
- Southdale Community Centre
- Notre Dame Arena
- Bill Mosienko Arena
- Eric Coy Arena
- Century Arena
- Sam Southern Arena
- River East Arena
- Sargent Park Arena
- Wayne Fleming Arena - U of M
- Bertrand Arena
- Charles Barbour Arena
- Maginot Arena
- Sport Manitoba
- Keystone Centre (Brandon)
- T.G. Smith Centre (Steinbach)
- Rural Manitoba Arenas
- And many more!

Game On's digital edition delivers our audience a rich, immersive digital reading experience. Our digital edition is capable of displaying dynamic content like embedded videos and audio playback. All advertising placements in print are included in our easy-to-navigate desktop and mobile responsive edition.

With print copies that fly off the shelves within a day or two of release, *Game On* has a loyal subscriber base who receive their very own copy direct to their home mailbox and/or inbox to make sure they get a copy of each edition published.



Digital Only 1 Year for CA\$19

- ✓ Mobile-friendly digital editions delivered straight to your inbox
- ✓ Instant digital access to the latest issue of *GAME ON*
- ✓ Exclusive access to the *GAME ON* digital archive
- ✓ Weekly email newsletter with the latest hockey news, equipment reviews and product launches

Select



Print + Digital 1 Year for CA\$29

- ✓ Print edition delivered to your door
- ✓ Instant digital access to the latest issue of *GAME ON*
- ✓ Exclusive access to the *GAME ON* digital archive
- ✓ Weekly email newsletter with the latest hockey news, equipment reviews and product launches

Select

BEST VALUE



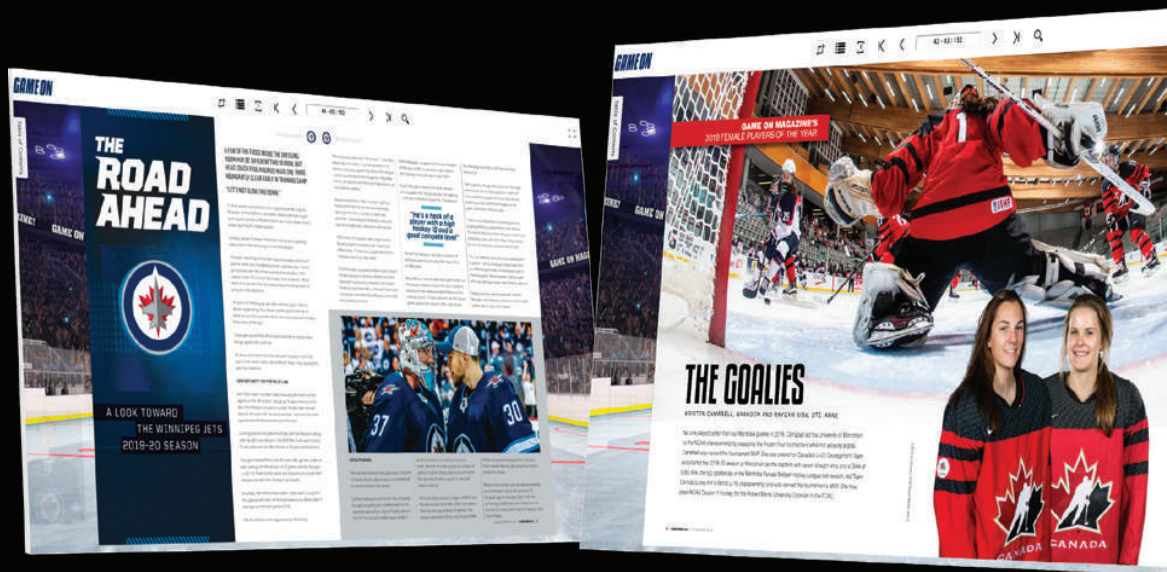
Print + Digital 2 Years for CA\$39

- ✓ Print edition delivered to your door
- ✓ Instant digital access to the latest issue of *GAME ON*
- ✓ Exclusive access to the *GAME ON* digital archive
- ✓ Weekly email newsletter with the latest hockey news, equipment reviews and product launches

Select

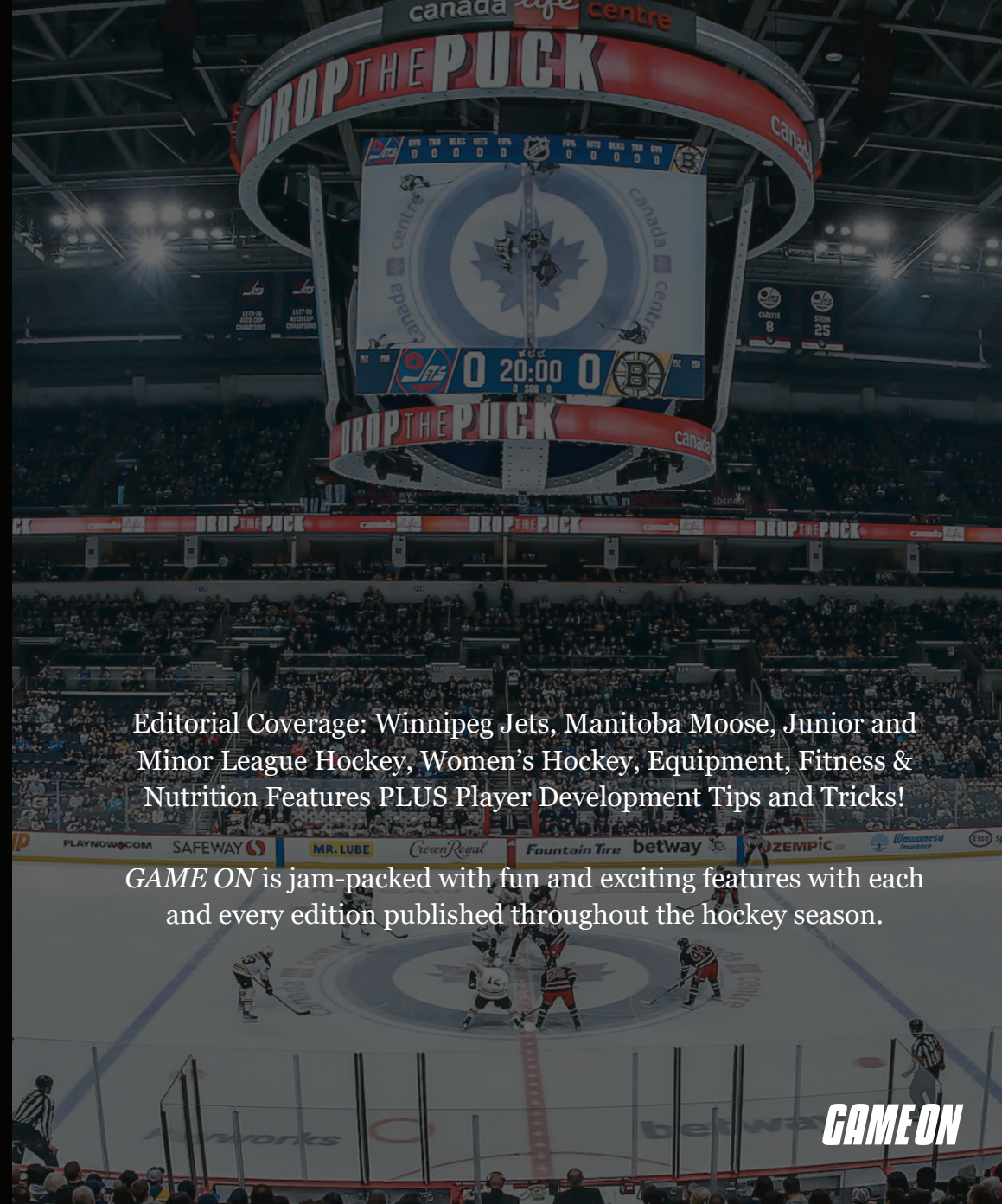
GAME ON

GAME ON is the nation's premier hockey magazine, published five times per year and read cover-to-cover by hockey families, players and fans of the game!



We boast more than 100 pages per issue, printed in high-quality gloss, perfect-bound format and digitally published with the best in its class platform that delivers a unique and enjoyable online reading experience for both desktop and mobile devices.

[CLICK HERE TO EXPLORE A GAME ON ISSUE!](#)



Editorial Coverage: Winnipeg Jets, Manitoba Moose, Junior and Minor League Hockey, Women's Hockey, Equipment, Fitness & Nutrition Features PLUS Player Development Tips and Tricks!

GAME ON is jam-packed with fun and exciting features with each and every edition published throughout the hockey season.

GAME ON

2024-25 Editorial Calendar

Carefully curated themes to equip hockey parents with the knowledge and resources needed to give their kids the edge in the game.

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ON SALE	ONLINE LAUNCH
July 2024	2024-25 Pre-Season Equipment Showcase Preparedness • Sportsmanship • Equipment Buyers' Guide	7/5	7/19	7/23
October 2024	The Season Preview Edition Pro Advice on having the best season • Top 10 Hockey Gift Guide	9/27	10/11	10/15
December 2024	The Winter Edition Mindset • Nutrition • Tournaments	11/22	12/6	12/10
March 2025	Regular Season The Ones to Watch • Predictions • Fan Favourites	2/7	2/21	2/25
May 2025	The Champions Edition Game On Awards • Golf Showcase	5/2	5/16	5/20
July 2025	2025-26 Pre-Season Equipment Showcase Summer Training • Hot Products • Equipment Buyers' Guide	7/4	7/18	7/22

All Dates Subject to Change

GAME ON

Carter Brooks, Editor-in-Chief
carter@gameonhockey.com



Branded Player of the Month Sponsorship

Whether you or your business is affiliated with any league or team or your business is simply interested in showcasing unwavering support for local athletes, we are thrilled to present an exciting sponsorship opportunity to sponsor a *Player of the Month* in each issue of Game On, this upcoming hockey season.

Branded “Your Company | Player of the Month”, a local athlete will receive an editorial profile feature that will run directly alongside a Full Page advertisement from your business. As part of this sponsorship, you will have the opportunity of selecting the player you wish to feature, or if preferred, our editorial team can assist in making appropriate selections.

This exclusive annual sponsorship opportunity not only offers incredible visibility of your brand but also demonstrates your commitment to local sports and local athletes.

Branded Player of the Month Sponsorship:

- Annual Hockey Season Commitment (5 Issues)
- Includes Branded “Your Company | Player of the Month”
- Includes Player Selection (Optional)
- Includes Full Page Advertisement and Far Forward Placement
- \$4,500 + GST



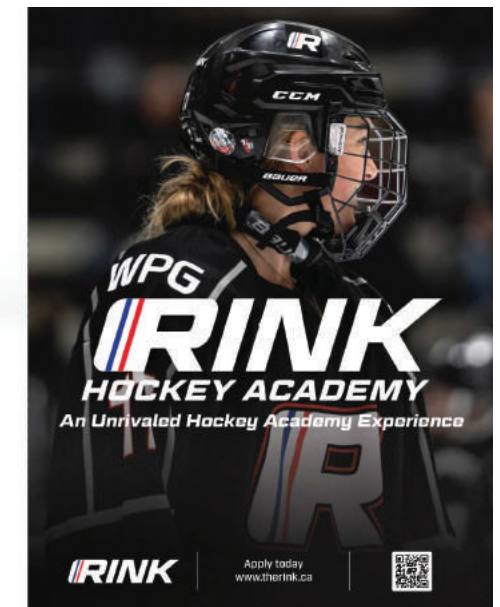
League/Team/School Content Partnership

It is through the unwavering support of our league, team and school partners that we are able to thrive and excel in our mission. We deeply appreciate the collaborative efforts that have allowed us to highlight the achievements and stories of local athletes, fostering a sense of pride and recognition within our hockey community.

We understand the importance of diversity and inclusivity in our coverage, and we are committed to representing a wide array of athletes from different leagues, teams, and schools. If you would like to see players from your league, team, or school featured in *Game On*, we invite you to consider a content sponsorship opportunity. By partnering with us, you will not only support the local sports community but also gain visibility and exposure for your organization.

We would be thrilled to explore this potential collaboration further and discuss how we can work together to promote and celebrate the achievements of athletes in your league, team, or school.

- Annual Hockey Season Commitment (5 Issues)
- 4 Page Feature with League, Team or School Branding
- Includes Player Selection (Optional)
- Includes Writing and Photography
- \$4,000 + GST



THE SKY MIGHT NOT EVEN BE THE LIMIT FOR 14-YEAR-OLD DEFENCEMAN GRAEME PICKERING.

... (transcription of the rest of the article text) ...

PRESSURE? WHAT PRESSURE?


BY GUYTON BROWN
Photo by Peter Anderson

“WHETHER IT’S SPRING HOCKEY, ROAD HOCKEY, OR EVEN POND HOCKEY, PICKERING HAS KEPT HIMSELF IMMERSSED IN THE GAME FROM A YOUNG AGE.”

... (transcription of the rest of the article text) ...

RINK
HOCKEY ACADEMY
An Unrivaled Hockey Academy Experience

Apply today
www.therink.ca



Key Advertising Campaign Partnerships

2-Page Spread / Double Page Spread

2-page spreads, also referred to as a Double-Page Spread, or DPS, in *GAME ON* commands immediate attention, building and strengthening brand and product/service awareness. Designed to draw attention, the 2-Page Spread represents business strength and quality, building instant trust with the reader.

Full Page Full Colour

A Full Page in *GAME ON* is considered the perfect size to showcase strength, while delivering valuable and important messaging. Often adjacent to editorial content due to this prominent size, Full Page ads deliver every time through strategic placement as our audience reads our highly topical and informative industry articles.

Half Page Full Colour

A Half Page in *GAME ON* is a great opportunity to focus on very specific key products, services and/or equipment in a visually compelling way. Half Page advertisements deliver on the promise of building trust and credibility among our highly targeted readership of potential customers.

1/3 Page Page Full Colour

A 1/3 Page in *GAME ON* is very cost-effective and strategic in its marketing benefits. Often placed as the only advertisement on the page in its unique vertical bookend manner, a 1/3 Page will ensure your company's offerings are the sole focus, often placed as the only advertisement alongside an editorial feature at a fraction of the cost of larger placements.

Ask about premium positioning availability

Full Page Advertisement

Half Page Advertisement

2024-25 Advertising Rate Card

We offer cost-effective print and digital marketing campaigns that will keep your brand, business, products and/or equipment top-of-mind this hockey season.



2024-2025 SEASON PREMIUM MARKETING PACKAGES	Package Value	Annual Pricing	Per Issue, this works out to...
Inside Front or Inside Back Cover in 5 Issues!	\$10,248	\$7,500	\$1,500
Outside Back Cover in 5 Issues!	\$10,998	\$8,750	\$1,750
2-Page Spread in 5 Issues - First 20 Pages	\$13,248	\$9,250	\$1,850

2024-2025 SEASON REGULAR MARKETING PACKAGES	Package Value	Annual Pricing	Per Issue, this works out to...
Full Page Full Colour in all 5 issues!	\$8,748	\$5,000	\$1,000
Half Page Full Colour in all 5 issues!	\$5,748	\$3,000	\$600
Third Page Full Colour in all 5 issues!	\$4,748	\$2,250	\$450

GAMEONHOCKEY.CA MARKETING PACKAGES	3 Months	6 Months	12 Months
Banner Advertisement In Rotation (All Spots)	\$1,200	\$2,100	\$3,600

Read daily by Manitoba's Hockey Community, GAME ON's Website has 50,000+ Page Views Each Month.
Please supply a 728 px x 90 px / 336 px x 280 px / 320 px x 50 px (Mobile) JPG or PNG. GIF if animated.

GAME ON

The established and trusted local sports media brand committed to the growth, development and success of local athletes across Manitoba's Hockey Community.

Not only does our magazine provide hockey parents with valuable insights and strategies to support their child's development, we understand that hockey can be an expensive endeavour and we aim to offer guidance on where to shop and do business locally and nationally with companies and organizations who are aligned with supporting local sports and local athletes.

For more information on advertising and sponsorship opportunities, please contact:

Jake Smith
Director of Strategic Partnerships

GAME ON

Direct: 888-282-3197

Emai: jake@davismediaco.com

The Davis Media Company