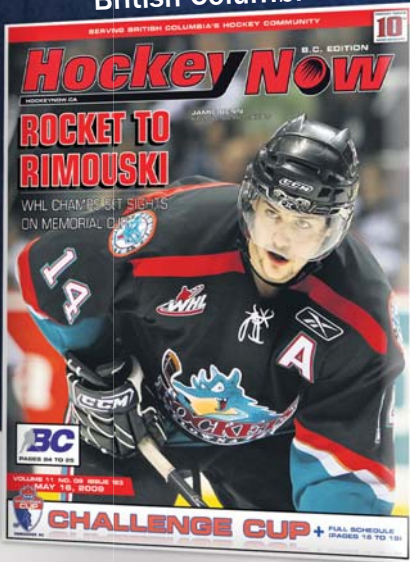


British Columbia

Alberta

Prairies

Ontario



HockeyNow



MEDIA GUIDE

SERVING CANADA'S HOCKEY COMMUNITY IN PRINT & ONLINE

Overview

4 REGIONAL EDITIONS
+ SPECIAL SUPPLEMENTS

6 WEBSITES

MOST COMPREHENSIVE HOCKEY COVERAGE IN CANADA

The goal of Hockey Now is to provide the hockey community in Canada with unique in-depth season long coverage of the teams they follow from minor hockey through Major Junior to the NHL.

Hockey Now produces four separate regional editions to provide the specific focus this sports community demands.

AUDIENCE & REACH – 4.5 MILLION CANADIANS INVOLVED IN THE GAME

Hockey Now reaches the hockey community through branded display racks located in more than 1,200 arenas across six provinces.

Hockey Now is read by two distinct sets of readers. The initial set are adults, typically 35-55, with children in hockey aged 8-18, affluent, active and in prime earning years. The second set, pass along readers, are mainly youth aged 11-19, extremely active, high achievers.

Hockey Now websites continue to evolve, providing a vast archive of valuable information as well as access to daily hockey information updates. Recent extensions include Twitter, Facebook, and Blogger.

ENTERING SECOND DECADE

Since launching in 1999, Hockey Now continues to expand its coverage and readership. With official ties to many of the most influential organizations in Canada, including Hockey Canada, BC Hockey, Hockey Alberta, the NHL and the NHLPA, Hockey Now is well established in hundreds of communities across the country.



85% HOCKEY NOW COVERS ABOUT 85% OF THE HOCKEY COMMUNITY IN ENGLISH-SPEAKING CANADA

63 ISSUES/YEAR

4.5M 4.5 MILLION CANADIANS INVOLVED IN HOCKEY, ACCORDING TO HOCKEY CANADA STATS

HOCKEY CULTURE IN CANADA = CORE

- less of a sport in Canada than a religion, tradition, way of life
- hockey is the glue that binds nation together
- most have played the game in one form or another at some point in their life
- makes Hockey Now a logical choice for national brand marketing

MARKET SERVED, COVERAGE, FREQUENCY

- total hockey community - from the active hockey family to die-hard NHL fan
- four regional print publications, plus special supplements
- six unique websites

SIZE AND AFFLUENCE OF MARKETS

- Hockey Canada estimates 4.5 million Canadians actively involved in the game
- BBM numbers indicate over 1.3 million Canadian adults still play hockey regularly
- 22% of them have a household income over \$100,000
- hockey delivers an active, patriotic and affluent community

QUALITY CONTENT

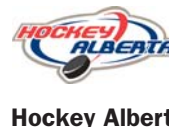
- writers are top level experts
- include NHL and Team Canada players and coaches
- more than 50 professional journalists and photographers

AVAILABLE WHERE THE COMMUNITY LIVES

- distributed primarily in arenas, where the people in the hockey world spend a great deal of their time
- also through major retailers, such as Canadian Tire, and at specialty hockey retail stores
- available at over 1,600 distribution points

AFFILIATIONS / CREDENTIALS

Hockey Now is an official supplier and affiliate of many key organizations, including:



PLUS DOZENS OF LOCAL MINOR HOCKEY ASSOCIATIONS

HOCKEY NOW AD SPECIFICATIONS

Tabloid Image Size: **10.25" x 12.5"**
 Not trimmed — No bleed available

1. **Tabloid Page 10.25" x 12.5"**
2. **2/3 Page 10.25" x 8.25"**
3. **Junior Page 6.75" x 10"**
4. **1/2 Horiz. 10.25" x 6.125"**
5. **1/2 Vert. 5" x 12.5"**
6. **1/3 Banner 10.25" x 4"**
7. **1/3 Square 6.75" x 6.125"**
8. **1/3 Tall 5" x 8.25"**
9. **1/3 Vert. 3.31"x12.5"**
10. **1/4 Banner 10.25"x3"**
11. **1/4 Horiz. 6.75"x4.5"**
12. **1/4 Island 5"x6.125"**
13. **1/4 Tall 3.31" x 9.25"**
14. **1/6 Banner 10.25"x2"**
15. **1/6 Horiz. A 6.75"x3"**
16. **1/6 Horiz. B 5"x4"**
17. **1/6 Vert. 3.31"x6.125"**
18. **1/8 Banner 10.25" x 1.5"**
19. **1/8 Horiz. A 6.75" x 2.25"**
20. **1/8 Horiz. B 5" x 3"**
21. **1/8 Island 3.31" x 4.5"**
22. **1/12 Square 3.31" x 3"**

*Spot colour: \$100 extra

Material Requirements:

Hockey Now editions are tabloid newspapers, based on 10.25" x 12.5" live image size. 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 200 dpi at actual size. Line screen is 85. Trapping is not required. Dot gain is 20%. Email attachments under 10 megabytes can be forwarded to renato@hockeynow.ca.

Larger files must be sent through FTP:
Login: <http://174.7.0.117:8000>
UserID: guest
Password: guest

Adobe Illustrator, InDesign, EPS, 300 dpi JPEG, 300 dpi TIFF and Adobe Acrobat PDF files are supported.

Call or email: renato@hockeynow.ca for further information.

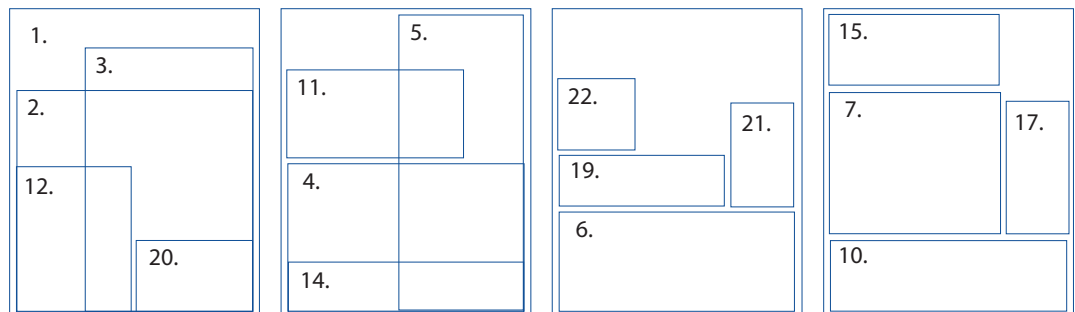
PROGRAM: 1-3X	BLACK AND WHITE					FULL COLOR				
RATE PER AD	BC	AB	SK/MB	ON (QC)	ALL	BC	AB	SK/MB	ON (QC)	ALL
Tabloid Page	1,783	1,783	1,337	2,891	7,015	2,498	2,498	1,874	3,845	9,644
2/3 Tab Page	1,544	1,544	1,158	2,098	5,707	2,260	2,260	1,695	2,933	8,233
Junior Page	1,103	1,103	827	1,705	4,264	1,818	1,818	1,364	2,421	6,679
1/2 Page	984	984	738	1,139	3,461	1,520	1,520	1,140	1,735	5,324
1/3 Page	709	709	532	890	2,556	1,121	1,121	841	1,333	3,974
1/4 Page	462	462	347	602	1,686	771	771	578	911	2,728
1/6 Page	354	354	266	460	1,434	663	663	497	769	2,333
1/8 Page	266	266	200	345	969	472	472	354	551	1,664
1/12 Page	164	164	123	213	598	370	370	278	419	1,293

PROGRAM: 4-8X	BLACK AND WHITE					FULL COLOR				
RATE PER AD	BC	AB	SK/MB	ON (QC)	ALL	BC	AB	SK/MB	ON (QC)	ALL
Tabloid Page	1,697	1,697	1,273	2,754	6,679	2,379	2,379	1,784	3,663	9,185
2/3 Tab Page	1,471	1,471	1,103	1,998	4,693	2,152	2,152	1,614	2,793	7,840
Junior Page	1,051	1,051	788	1,624	5,439	1,731	1,731	1,298	2,305	6,359
1/2 Page	937	937	703	1,085	3,296	1,448	1,448	1,086	1,652	5,071
1/3 Page	674	674	506	876	2,457	1,065	1,065	799	1,267	3,776
1/4 Page	440	440	330	572	1,604	733	733	550	865	2,593
1/6 Page	337	337	253	438	1,229	630	630	473	731	2,464
1/8 Page	252	252	189	329	920	448	448	336	524	1,580
1/12 Page	156	156	117	202	568	351	351	263	398	1,227

PROGRAM: 9-17X	BLACK AND WHITE					FULL COLOR				
RATE PER AD	BC	AB	SK/MB	ON (QC)	ALL	BC	AB	SK/MB	ON (QC)	ALL
Tabloid Page	1,617	1,617	1,213	2,622	6,362	2,266	2,266	1,700	3,488	8,748
2/3 Tab Page	1,401	1,401	1,051	1,903	5,180	2,050	2,050	1,538	2,660	7,468
Junior Page	1,000	1,000	750	1,547	3,867	1,649	1,649	1,237	2,196	6,731
1/2 Page	892	892	669	1,033	3,137	1,379	1,379	1,034	1,574	4,829
1/3 Page	606	606	455	788	2,210	958	958	719	1,140	3,398
1/4 Page	396	396	297	514	1,443	659	659	494	779	2,332
1/6 Page	303	303	227	393	1,103	568	568	426	658	2,220
1/8 Page	228	228	171	296	831	404	404	303	472	1,583
1/12 Page	140	140	105	182	510	316	316	237	358	1,227

Rate Card #13. Prices effective September 1, 2009. All rates net, Canadian dollars.

*Not all spaces are shown.



Payment Terms:

Net 30 days. Cancellations after closing are not accepted. Pre-payment with new orders. Major credit cards accepted.

Tournament Listings:

Tournament calendar print advertising rate is \$50 per tournament for associations, \$100 for for-profit hockey enterprises.

Deadlines:

All advertising space must be booked two weeks prior and ad materials received one week prior to publication (on press) date.

Editorial Calendar/ Ad Planner

2009	*ON PRESS DATE	EDITION(S)	EDITORIAL THEMES, SPECIAL FEATURES and SUPPLEMENTS
AUGUST	24	PR	Puck Drop Special Issue (Season Opener features)
	25	AB	Puck Drop Special Issue (Season Opener features)
	26	ON	Puck Drop Special Issue (Season Opener features)
	27	BC	Puck Drop Special Issue (Season Opener features)
SEPTEMBER	23	BC, PR	NHL PowerPlay Game On Supplement, Local Hockey Reports
	24	AB, ON	NHL PowerPlay Game On Supplement, Local Hockey Reports
OCTOBER	14	AB, ON	Thanksgiving Tourneys
	21	BC, PR	Thanksgiving Tourneys
NOVEMBER	4	AB, ON	World Jr. A Challenge
	10	PR	World Jr. A Challenge
	12	BC	World Jr. A Challenge
	18	AB, ON	Fall Tourneys
	25	BC	WJC Countdown
DECEMBER	2	AB, ON	WJC Countdown
	9	BC	WJC Countdown
	16	ON	WJC Supplement
	17	AB	WJC Supplement
	18	PR	WJC Supplement
	21	BC	WJC Supplement
2010	*ON PRESS DATE	EDITION(S)	EDITORIAL THEMES, SPECIAL FEATURES and SUPPLEMENTS
JANUARY	7	BC	WJC Wrap-up
	13	AB, ON	WJC Wrap-up
	20	BC	Hockey Schools Part 1
	20	PR	WJC Wrap-up, Hockey Schools Part 1, Olympics Supplement 1
	27	AB, ON	Major Jr. Prospects Game, Hockey Schools Part 1, Olympics Supplement 1
FEBRUARY	3	BC	Olympics Supplement 2
	10	AB	Olympics Supplement 2
	10	ON	Olympics Supplement 2
	17	BC	Hockey Schools Part 2
	17	PR	Hockey Schools Part 2
	24	AB	Hockey Schools Part 2
	24	ON	Hockey Schools Part 2
MARCH	3	BC	Memorial Cup Run, RBC Cup Run
	10	AB	Memorial Cup Run, RBC Cup Run
	10	ON	Memorial Cup Run, RBC Cup Run
	17	BC	Memorial Cup Run, RBC Cup Run, Hockey Schools Part 3, Parade of Champions Part 1
	17	PR	Memorial Cup Run, RBC Cup Run, Hockey Schools Part 3
	24	AB	Memorial Cup Run, RBC Cup Run, Hockey Schools Part 3, Parade of Champions Part 1
	24	ON	Memorial Cup Run, RBC Cup Run, Hockey Schools Part 3
APRIL	7	AB	Memorial Cup Run, RBC Cup Run, NHL PowerPlay Playoffs, Parade of Champions - Part 2
	7	ON	Memorial Cup Run, RBC Cup Run, Tryouts, NHL PowerPlay Playoffs
	14	BC	Memorial Cup Run, RBC Cup Run, NHL PowerPlay Playoffs, Parade of Champions - Part 2
	14	PR	Memorial Cup Run, RBC Cup Run, NHL PowerPlay Playoffs
MAY	12	AB, ON	Memorial Cup Supplement - Brandon
	13	BC, PR	Memorial Cup Supplement - Brandon
JUNE	15	ON, AB	NHL PowerPlay Draft Preview
	16	PR, BC	NHL PowerPlay Draft Preview
JULY	1	ON, AB	NHL PowerPlay Draft Review
	2	PR, BC	NHL PowerPlay Draft Review

**** Space deadlines: 2 weeks prior to on press. ** Material deadlines: 1 week prior to on press.**

Online

Monthly Web Traffic: (Based on current numbers Hockey Now projects the following traffic for 2009-2010 peak months.)

Visitors: 75,000
Page views: 300,000
Direct: 55.3%
Add to favourites: 59%

- Appear on one, two, or all four Hockey Now websites.
- Choose the page your ad appears on — target a specific channel or all relevant channels.
- Premium Spots extremely limited. Maximum three in rotation.

HOME PAGE

- Ad 1 Spot (728 x 88 pixels)**
Availability: 3/page
- Ad 2 Spot (190 x 83 pixels)**
Availability: 5/page
- Ad 3 Spot (190 x 83 pixels)**
Availability: 5/page
- Ad 4 Spot (513 x 52 pixels)**
Availability: 3/page
- Ad 5 Spot (513 x 52 pixels)**
Availability: 3/page
- Ad 6 Spot (190 x 83 pixels)**
Availability: 5/page
- Ad 7 Spot (190 x 83 pixels)**
Availability: 5/page
- Ad 8 Spot (190 x 83 pixels)**
Availability: 5/page
- Ad 9 Spot (260 x 113 pixels)**
Availability: 5/page
- Ad 10 Spot (260 x 113 pixels)**
Availability: 5/page
- Ad 11 Spot (260 x 113 pixels)**
Availability: 5/page
- Ad 12 Video Large (283 x 233 pixels)**
Exclusive always on spot.
Availability: 1 (on all pages)
- Ad 13 Video Small**
Exclusive always on spot.
Availability: 1 (on all pages)



WEB RATES PER SITE/PER WEEK All rates net, Canadian dollars.

AD SPOT	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.
RUN OF SITE	150	75	75	100	75	50	30	30	30	50	50	200	100
TOURNAMENT PAGE	75	50	50	50	50	30	20	20	20	30	30	n/a	n/a
HOCKEY SCHOOL PAGE	75	50	50	50	50	30	20	20	20	30	30	n/a	n/a
OTHER PAGE	50	25	25	25	25	25	15	15	15	25	25	n/a	n/a

Coverage

FROM MINOR HOCKEY TO MAJOR JUNIOR TO THE NHL, HOCKEY NOW DELIVERS LOCAL, REGIONAL AND NATIONAL AUDIENCES

NATIONAL INTEREST

Hockey Now's partnership with the NHL and the NHLPA and with Hockey Canada delivers in depth coverage of the NHL and Canada's national teams, through the year. Separate editions make it possible to focus these national interest stories for individual regional audiences.

REGIONAL INTEREST

Hockey Now's coverage of Major Junior and Junior A leagues delivers regional audiences across the west and in Ontario.

LOCAL INTEREST

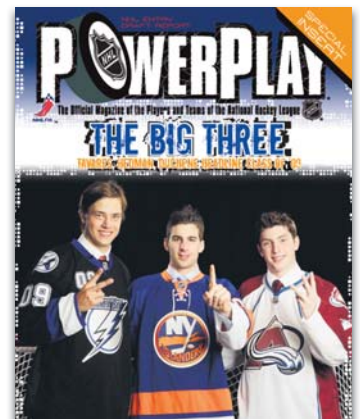
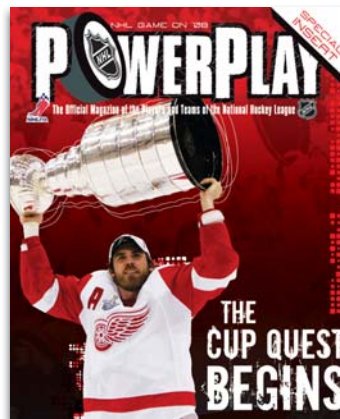
Hockey Now's coverage of Local Minor Hockey is unparalleled, bringing back the kind of local sports reporting that used to be in community newspapers. Focused on the largest minor hockey markets in Canada, this coverage delivers a unique focus that attracts of thousands of readers in every province served.

CUSTOM SUPPLEMENTS/SPECIAL ISSUES

Hockey Now produces several special sections per year, including:

- Puck Drop:** to start the season, late August (September)
- Nets Now:** for goalies in October and March
- World Juniors:** in December
- Major Junior Prospects:** in January
- Jr. A All Star Game:** in January
- Team Canada 2010:** in February
- Parade of Champions Provincial Winners:** in March and April
- GTHL Tryouts:** in April
- Memorial Cup:** in May
- NHL PowerPlay:** in October, April, June and July.

These supplements and special reports typically are produced as full colour pullout sections. Standard Hockey Now rates apply to advertising.



MAJOR EVENTS COVERED / SEASONAL FEATURES



Memorial Cup
(National Major Junior)



Telus Cup
(National Midgets)
(University Nationals)



World Juniors



Parade of Champions



RBC Cup
(National Jr. A)



NHL Entry Draft



Season Opener



Spring Hockey



CHL
CHL Prospects Games
All-star games - January
Canada vs. Russia
Challenge - Oct - Nov



Hockey Schools

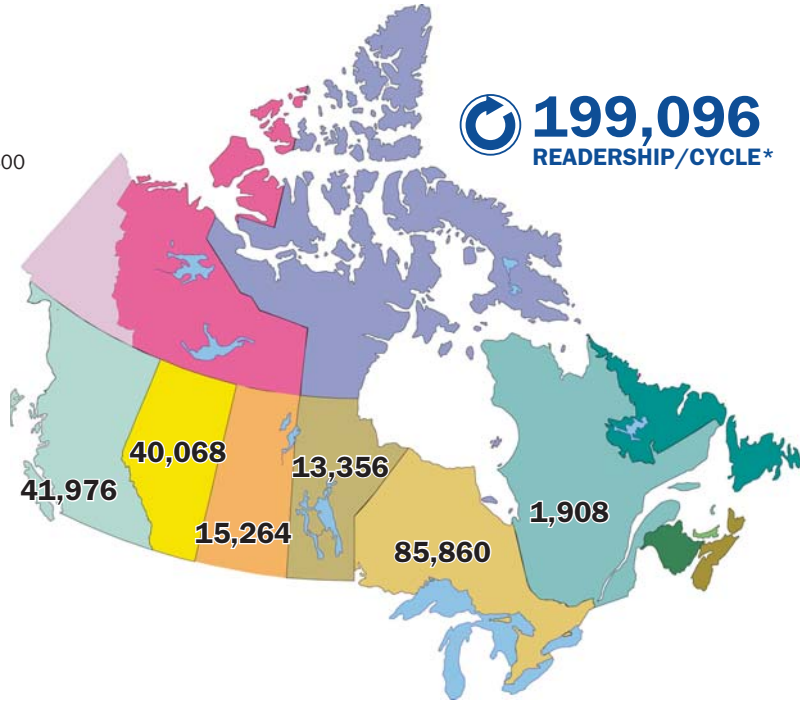
Audience & Distribution

FROM VANCOUVER ISLAND TO THE OTTAWA RIVER.

**1.6 MILLION COPIES/YEAR,
3.2 MILLION READERS A YEAR.**

Distributed in Hockey Now branded display racks in over 1,200 arenas and 400 other locations, including major consumer and sport retailers,

199,096
READERSHIP/CYCLE*



DEMOGRAPHICS Readers Survey Highlights

Average readership/cycle*: **199,096**

Adults (+19): **127,998 (64.3%)**

Youth (-20): **71,098 (35.7%)**

Two distinct groups:

Initial pickup: **89% adults, 75% ages 20-49**

Pass along: **56% under 20**

69.8% say two or more read each issue

93.1% of them say their kids read HN

Pickup at rink: **93.1%**

Read at rink: **82.8%**

Read at home: **81.5%**

Leagues followed daily:

NHL: **80 %**

Major Junior: **52.8 %**

Junior A: **51.6%**

Average spend on hockey: **\$3,614**

Average hotel nights for hockey: **9.58**

Dine out +5 times/month: **38.57%**

BRITISH COLUMBIA EDITION

41,976 Readers/issue

+ 200 communities each issue

Publication Frequency

17x a year

(twice monthly Nov-Mar; monthly Apr. - Oct.)

Total Distribution 22,000

- 1. Lower Mainland Area 12,000
- 2. Central/ North 5,000
- 3. Vancouver Island 5,000

ALBERTA EDITION

40,068 Readers/issue

+ 200 communities each issue

Publication Frequency

17x a year

(twice monthly Nov-Mar; monthly Apr. - Oct.)

Total Distribution 21,000

- 1. Edmonton/North 9,000
- 2. Red Deer/Central 3,000
- 3. Calgary/South 9,000

PRAIRIE EDITION

28,620 Readers/issue

+ 170 communities each issue

Publication Frequency

12x a year

(monthly)

Total Distribution 15,000

- 1. Saskatchewan 8,000
- 2. Manitoba 7,000

ONTARIO EDITION

85,860 Readers/issue

+ 400 communities each issue

Publication Frequency

17x a year

(twice monthly Nov-Mar; monthly Apr. - Oct.)

Total Distribution 46,000

- 1. Greater Toronto/Metroland 30,000
- 2. Ottawa Valley/Eastern Ont. 8,000
- 3. South Western 7,000
- 4. Gatineau (QC) 500
- 5. Montreal (QC) 500

* Cycle: Publication of all 4 editions, (BC, AB, PR, and ON).
Readership based on 90% pickup of distribution, 2.12 readers/copy.

Survey Results

DECEMBER 2008 READER SURVEY

ESTIMATED PEAK COPIES PICKED UP

ONTARIO:	41,400
BC:	19,800
ALBERTA:	18,900
PRAIRIES:	13,500
TOTAL COPIES PICKED UP:	93,600

PEAK READERSHIP PER CYCLE

ONTARIO:	85,860
BC:	41,976
ALBERTA:	40,068
SASKATCHEWAN:	15,264
MANITOBA:	13,356
QUEBEC:	1,908
TOTAL EST. READERSHIP:	199,096



READERSHIP BREAKDOWN:

AGES	1 ST PICKUP	PASS ALONG	1 ST PICKUP	PASS ALONG	TOTALS	%TOTAL
7-19	11.27%	57.40%	10,549	60,550	71,098	35.71%
20-29	9.86%	2.37%	9,220	2,500	11,729	5.89%
30-39	22.54%	15.38%	21,097	16,224	37,321	18.75%
40-49	42.96%	20.71%	40,211	21,846	62,057	31.17%
50+	13.38%	4.14%	12,524	4,367	16,891	8.48%
TOTALS			93,600	105,487	199,096	100%

MALE: **72%**
FEMALE: **28%**

AVERAGE AGE OF ADULT READER: **42.3 YEARS**

ADULT READERS: **65.5%** OF FIRST PICK UP READERS AND **49.9%** OF TOTAL READERS ARE **30-49**

YOUTH READERS: **57.4%** OF PASS-ALONG READERS AND **35.7 %** OF TOTAL READERS ARE UNDER 20 YEARS OF AGE

BUYING INTENTIONS NEXT 12 MONTHS:

ELECTRONICS:

- HI DEF TV: **24%**
- GAME CONSOLE: **30%**
- CAMCORDER: **11%**
- DIGITAL CAMERA: **18%**
- COMPUTER: **21%**
- CEL PHONE: **14%**

MAJOR PURCHASES:

- NEW HOME: **9%**
- HOME RENO: **12%**
- NEW CAR: **12%**
- USED CAR: **9%**

HOCKEY EQUIPMENT:

- HIGH END SKATES: **14%**
- MID RANGE SKATES: **24%**
- ENTRY LEVEL SKATES: **6%**
- HIGH END STICKS: **14%**
- MID RANGE STICKS: **18%**
- ENTRY LEVEL STICKS: **7%**

New for 2009-10

HOCKEY NOW IN SASKATCHEWAN AND MANITOBA

Hockey Now continues its expansion into Saskatchewan and Manitoba for 2009-2010. The new edition adds 12 issues per year to the 17 issues per year produced in the other three regions. This brings the total number of issues produced for the year to 63.

IN ARENA

New partnerships with a number of arena operators across Canada has also opened up a new area of marketing potential for Hockey Now clients. Please contact us for more details on this exciting new development.

WEBSITES

The addition of feature video panels and daily updates to Hockey Now websites along with new Facebook, Twitter and Blog extensions have added more immediacy and functionality to Hockey Now's internet presence. The result is the ability to offer advertisers a wide range of integrated internet and print packages.

New this season:

- Video panels, feature and thumb nail sizes
- Daily updates to video and text content
- Facebook site
- Twitter site
- Blog site
- Weekly newsletter, 4 regional editions

Enhancements add more immediacy and functionality to Hockey Now's internet presence.

Capability to offer clients a wide range of integrated internet and print packages.

Contact

HEAD OFFICE:

Hockey Now Communications Ltd.
Ste. 300 - 92 Lonsdale Avenue
North Vancouver, B.C.
Canada
V7M 2E6
Toll Free: 1-877-990-0520
Fax: 604-990-1433
Email: sales@hockeynow.ca

TORONTO OFFICE:

Hockey Now, Paton Publishing
2802 Lakeshore Blvd. West
Toronto, Ontario
Canada
M8V 1H5
Tel: 416-503-4576
Fax: 416-503-8474
Email: sales@hockeynow.ca

PUBLISHER

Don McIntosh
Tel: 604-990-1432 ext. 21
Email: dmcintosh@hockeynow.ca

EDITOR

Andrew Chong
Tel: 604-990-1432 ext. 26
Email: andrewchong@hockeynow.ca

CONTROLLER

Sally Whittle
Tel: 604-990-1432 ext. 30
Email: admin@hockeynow.ca

ADVERTISING SALES

Larry Feist
Tel: 604-990-1432 ext. 22
Email: larry@hockeynow.ca

PRODUCTION

Renato Dimaculangan
Tel: 604-990-1432 ext. 25
Email: renato@hockeynow.ca

DISTRIBUTION

Tel: 604-990-1432 ext. 30
Email: distribution@hockeynow.ca

DESIGN + INTERNET

Mike Bell
Tel: 416-503-4576 ext. 238
Email: mbell@patonpublishing.com