

# HOCKEY FINDER

## Hockey Made Easy



## ABOUT

Hockey Finder is the leader in the hockey community for its online tools for tournament directors, pickup game organizers, and arena managers to make the game more accessible.

Since 2008, we've been the go-to place for hockey enthusiasts to find a league near them, play in or organize a pickup game, and scan a list of tournaments in our extensive tournament directory.

**12,321**  
REGISTRATIONS  
in 2022

**5,019**  
GAMES PLAYED  
in 2022

**914**  
TEAMS  
in 2022



# HOCKEY FINDER

Trusted Resource Since 2008

## WEBSITE STATS

### Top Search Results

#### OPTIMIZED WEBSITE

Hockeyfinder.com has over 15 years of online presence. Domain age is one reason why our website ranks in the top results for highly searched terms, including:

- hockey tournaments
- hockey tournament finder
- mens league hockey
- youth hockey tournaments
- pickup hockey near me
- hockey leagues
- adult hockey

29,700

WEB VISITORS

Average monthly website users  
in 2022 and 2023

3.53

PAGES VISITED

Average number of pages visited  
on the website

2:33

TIME ON SITE

Average session duration per user  
in 2022 and 2023





# HOCKEY FINDER

## Building Trust & Engagement

### EMAIL SUBSCRIBERS

#### Targeted Audience

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HIGHLY  
ENGAGED

With over 20,000 email subscribers, we offer a highly engaged and targeted audience of hockey enthusiasts. Our average open rate of 39% is significantly higher than the industry average of 24%.

**20,100**  
SUBSCRIBERS

**39%**  
OPEN RATE

**18%**  
CTR



# HOCKEY FINDER

Creating Community

## SOCIAL MEDIA

### Online Community

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**HIGHLY  
ENGAGED**

Hockey Finder's Facebook page has over 4,100 followers with an average monthly reach of nearly 14,000. Our engaged online community amplifies our posts among their network through likes, comments, and shares resulting in high engagement.

**4,045**

FOLLOWERS

**13,851**

POST REACH

**2,679**

POST ENGAGEMENT





# HOCKEY FINDER

## Advertising Opportunities

### PLACEMENTS

#### Website Advertising

- Banner Ads: Promote your brand on our website's high-traffic pages.
- Sponsored Articles: Share engaging content tailored to our hockey community.

#### Email Marketing

- Newsletter Sponsorship: Feature your product in our monthly email sent to thousands of subscribers.
- Dedicated Email Blast: Send a targeted email to our list, showcasing your exclusive offers.

#### Social Media Collaboration

- Co-branded Posts: Work with us to create engaging social media content that resonates with our followers.
- Social Media Takeovers: Host a takeover on our platforms, showcasing your brand's connection to the sport.



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## Website Advertising

### RATES- WEBSITE ADS

Banner ad rates are based on 1000 CPM per month by page of ad placement.

For example, the Tournaments page averages 15-20k monthly visitors:

Page	Position	Monthly Cost	Type	Size
Tournaments	Top of Page 1	\$150	Leaderboard	855 x100
Tournaments	Top of Page 2	\$120	Leaderboard	785x100
Tournaments	Top of Page 3	\$75	Leaderboard	785x100

File types accepted: .png, .jpg, .swf, .gif. Max file size: 40kb





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## Email Advertising

### RATES- NEWSLETTER/EMAIL

Banner ad rates are based per 1,000 subscribers per email per ad placement.

For example, newsletters and emails to 20k subscribers:

Type	Position	Each	Type	Size
Short description, graphic and link	Middle of Page	\$150	Up to 250 characters text and Banner	600x100
Graphic and Link	Bottom of Page	\$120	Banner	600x100
Text only Link	Middle or Bottom of Page	\$75	Text	up to 250 characters



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## Social Media Advertising

### RATES- SOCIAL MEDIA

Per each post on Facebook and/or Instagram.

Type	Location	Each	Type
Short description, graphic and link	Facebook	\$250	Post
Graphic and Link	Facebook	\$175	Post
Graphic Only	Instagram	\$150	Image

