

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, Hockey Finder has been the go-to place for hockey enthusiasts to find a league near them, play in or organize a pickup game, and promote or find a tournament in our extensive tournament directory.

17, 731
LEAGUE
REGISTRATIONS
in 2024

6,826
LEAGUE GAMES
PLAYED
in 2024

1,284
TEAMS IN
75 DIVISIONS
in 2024



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:

- o hockey tournaments
- o mens league hockey
- o pickup hockey near me
- o hockey leagues
- o adult hockey

Web users:

- o 67% male; 33% female
- o 99% aged 25-54

137,165
WEB SESSIONS

Average monthly website sessions in 2024

3.04
VIEWS

Average number of pages viewed per session

65%
ENGAGEMENT

Average engagement rate per session in 2024



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.



HOCKEY FINDER

Building Trust & Engagement

EMAIL SUBSCRIBERS

Targeted Audience

HIGHLY
ENGAGED

With over 25,000 email subscribers, we offer a highly engaged and targeted audience of hockey enthusiasts. Our average open rate of 47.5% is significantly higher than the industry average of 24%.

29,700
SUBSCRIBERS

50.4%
OPEN RATE

5%
CTR



HOCKEY FINDER

Creating Community

SOCIAL MEDIA

Online Community

**HIGHLY
ENGAGED**

Hockey Finder's Facebook page has over 4,000 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.

5,900

TOATAL
FOLLOWERS

73,000

AVG MONTHLY
FACEBOOK REACH

8,616

AVG MONTHLY
INSTAGRAM REACH



HOCKEY FINDER

Website Advertising

RATES- WEBSITE ADS

Banner ad rates are based on 1000 CPM per month by page of ad placement.
For example, the Tournaments pages average 28k monthly visitors:

Page	Position	Monthly Cost	Type	Size
Tournaments	Top Position	\$450	Leaderboard	730x93
Tournaments	Position 2	\$425	Leaderboard	730x93
Tournaments	Position 3	\$400	Leaderboard	730x93
Tournaments	Position 4	\$375	Leaderboard	730x93
Tournaments	Position 5	\$350	Leaderboard	730x93

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



HOCKEY FINDER

Email Advertising

RATES- NEWSLETTER/EMAIL

Banner ad rates for newsletter/emails to 30k subscribers:

Type	Position	Each	Type	Size
Short description, graphic and link	Middle of Page	\$400	Up to 250 characters text and Banner	600x100
Graphic and Link	Bottom of Page	\$300	Banner	600x100
Text only Link	Middle or Bottom of Page	\$200	Text	up to 250 characters



HOCKEY FINDER

Social Media Advertising

RATES- SOCIAL MEDIA

Per each post on Facebook and/or Instagram.

Type	Location	Each	Type
Short description, graphic and link	Facebook & Instagram	\$350	Post
Graphic and Link	Facebook & Instagram	\$375	Post
Graphic Only	Instagram	\$250	Image

