

NHL Page



Each Saturday during the NHL regular season and NHL Playoffs, Globe Sports will feature one page dedicated to the upcoming schedule and the games that matter. This highly informative feature will be an NHL fan's and fantasy player's best friend. This highly anticipated page will focus on stats and rivalries, who's hot and who's not and what to look for when making picks that week.

- The coverage each week may include:
- › Injury report
 - › Pivotal games
 - › NHL Leading scorers
 - › Canadian teams
 - › Division leaders

Don't miss your opportunity to advertise on the NHL page. There is only one banner available each week for the whole season. Contact your Globe and Mail sales representative to book your insertions today.

RESEARCH:

Globe readers are hockey enthusiasts:

- › Nearly 1 in 4 attended an NHL game in the past 12 months (Index 163)
- › Nearly 50% of Globe readers watch hockey on TV
- › They are more likely to play ice hockey for pleasure/recreation (Index 154)

Source: PMB 2011 Spring Study 18+ (Globe weekday readers)

Rates: Contract rates apply

For complete advertising information and to book your space, please contact your Globe and Mail account manager or:

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