



2026 MEDIA KIT + RATE CARD

Independent NHL News • Analysis • Fan Culture

Reach an engaged Canadian hockey audience

across social, video and HockeyGamedayTV.com

PARTNERSHIPS • SPONSORED CONTENT • GIVEAWAYS • AFFILIATE CAMPAIGNS

AUDIENCE SNAPSHOT

First-party platform analytics

19.0M

TikTok video views

last 365 days

8.8M

TikTok total viewers

last 365 days

3.47M

Facebook views

recent 28-day period

273K+

Facebook engagements

recent 28-day period

TIKTOK AUDIENCE

Canada 84.2% • United States 10.2%

Gender: 80% male / 20% female

Age: 25–34 26.5% • 35–44 22.0% • 45–54 18.9%

18–24 13.4% • 55+ 19.2%

HockeyGamedayTV is built around NHL conversation: breaking news, trades, rumours, contracts, salary-cap stories, opinion, explainers and fan engagement. The audience is highly Canadian and hockey-first.

PLATFORMS + CAMPAIGN FIT

Where brands can show up

Facebook

Breaking-news reach, comments and fan conversation.

TikTok

Short-form discovery, explainers and hockey moments.

Instagram

Visual branded posts, reels and campaign extensions.

YouTube

Video integrations, shorts and evergreen discovery.

HockeyGamedayTV.com

Sponsored articles, evergreen integrations and SEO value.

BRAND CATEGORIES THAT FIT NATURALLY

- Hockey gear, cards, collectibles and fan merchandise
- Sports apps, fantasy tools and hockey technology
- Canadian food, retail, travel and lifestyle brands
- Gaming, streaming, telecom and consumer technology
- Local or national campaigns that want a hockey audience

SPONSORSHIP PACKAGES

Introductory starting rates in CAD — custom quotes available

STARTER

from \$250

- 1 sponsored social post
- HGDTV-branded creative + copy
- 1 platform
- Organic usage only

CROSS-PLATFORM

from \$650

- 3 coordinated sponsored posts
- Up to 3 HGDTV channels
- Custom creative + CTA
- 7-day campaign window

FEATURE CAMPAIGN

from \$950

- Sponsored article on HGDTV.com
- 3-platform social push
- Campaign link integration
- Basic post-campaign recap

MONTHLY PARTNER

from \$1,750

- 4 sponsored social placements
- 1 sponsored website feature
- Priority campaign scheduling
- Monthly performance recap

POPULAR ADD-ONS

Sponsored website article: from \$300

Short-form video integration: from \$350

Performance-based affiliate partnerships: custom

Giveaway activation: from \$200

Paid usage / licensing / exclusivity: custom quote

HOW WE WORK WITH BRANDS

Clear sponsorships. Hockey-first creative. No guaranteed outcomes.

EDITORIAL INDEPENDENCE

Sponsored content is clearly identified. Advertising does not guarantee favourable editorial coverage and does not control HockeyGamedayTV's independent news or opinion coverage.

RATES & USAGE

Rates are starting points and can change based on deliverables, platform mix, timing, exclusivity, production requirements and paid usage rights. Taxes are additional where applicable.

CAMPAIGN APPROVAL

HockeyGamedayTV reserves the right to decline campaigns that do not fit the audience, brand standards or platform rules.

MEASUREMENT

Where available, campaign reporting can include platform-level reach, engagement, clicks or other native metrics. No minimum impressions, clicks or sales are guaranteed.

LET'S BUILD A HOCKEY CAMPAIGN

hockeygamedaytv@gmail.com

www.hockeygamedaytv.com/advertise/

TikTok + Instagram: @hockeygamedaytv

Facebook + YouTube: HockeyGamedayTV