

LONG ISLAND LACROSSE JOURNAL

2021

MEDIA KIT

LEARN MORE ABOUT THIS YEARS PACKAGES
PARTNER WITH THE BEST



LILJ

The **most popular**
media platforms
focused on promoting
Long Island Lacrosse.



PLATFORMS

Website

Weekly eNewsletter

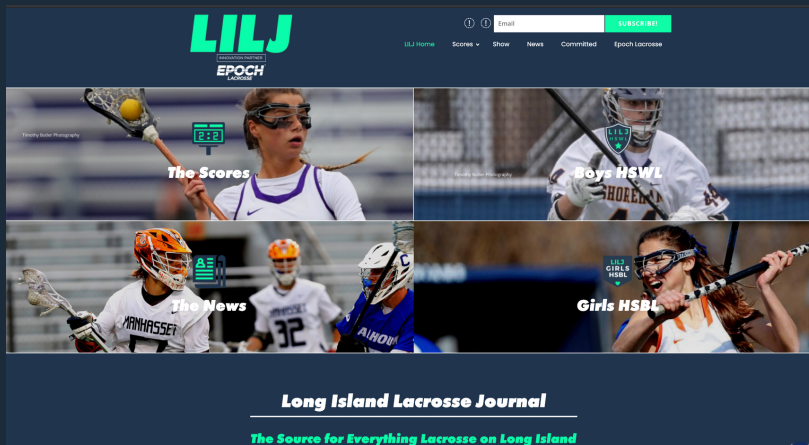
Social Media

Events

Podcast

A YEAR IN REVIEW

IN 2020 THE LILJ WEBSITE SAW:



450,059

TOTAL SITE VIEWS

96,980

UNIQUE SITE VIEWERS



IN THE MONTH OF DEC. THE SITE HAD:



115,794



TOTAL SITE VIEWS

BANNER PLACEMENTS

HOMEPAGE

Long Island Lacrosse Journal
The Source for Everything Lacrosse on Long Island

BIU COACHES SUMMIT
STARTS 1.18.2021

Follow the Action

GIRLS HS BOX LEAGUE
WEEK 4

LILJ Girls HSBL Week 4 Recap: Defensive Battles All Day!

January 25, 2021
Andrew Burt
Lacrosse Journal

Game 1 Blue Devils vs. Yellow Jackets: The Blue Devils came out on top in this game, winning 10-4. The Yellow Jackets were looking to make a statement in this game, but the Blue Devils were too strong for them.

LILJ
EPOCH LACROSSE

LLJ Home Scores Show News Committed Epoch Lacrosse

Nassau - Boys 2020

Scores Teams Stats Schedule News Playoffs

DRAGONFLY

EPOCH LACROSSE

Team	W	L	D	G	GA	DIFF	GPP
Baldwin	0	0	0	0	0	0	0
Bethpage	0	0	0	0	0	0	0
Calhoun	0	0	0	0	0	0	0
Corey	0	0	0	0	0	0	0
Clarke	0	0	0	0	0	0	0
Cold Spring Harbor	0	0	0	0	0	0	0
Division	0	0	0	0	0	0	0
East Meadow	0	0	0	0	0	0	0
Elmont	0	0	0	0	0	0	0

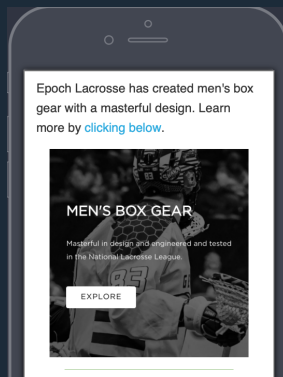
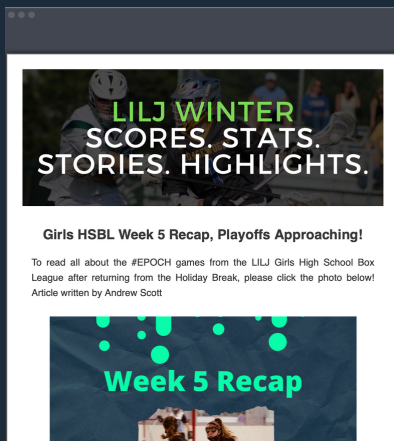
Conference-A Team	W	L	D
Baldwin	0	0	0
East Meadow	0	0	0
Farmingdale	0	0	0
Freeport	0	0	0
Hempstead	0	0	0
Hicksville	0	0	0
Massapequa	0	0	0
Oceanside	0	0	0
Plainville-Old Bethpage	0	0	0

TEAMS
SCORES
STATS

SCHEDULE
NEWS
PLAYOFFS

A YEAR IN REVIEW

IN 2020 THE LILJ NEWSLETTER SAW:



5%

CLICK
RATE



26%

CLICK TO
OPEN RATE



20%

OPEN RATE

AND THE ABILITY TO COMMUNICATE WITH:

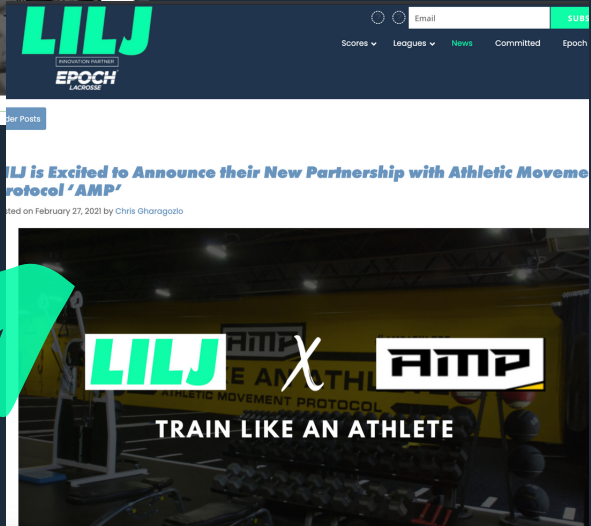
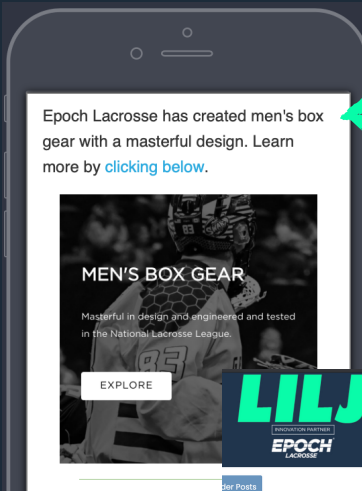


400,000+

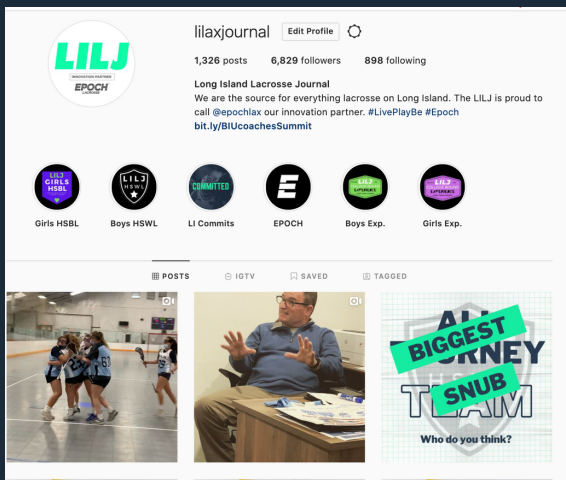
UNIQUE SUBSCRIBERS

AD PLACEMENTS

ENEWS AD



FEATURED ARTICLE



A YEAR IN REVIEW

IN 2020 THE LILJ INSTAGRAM SAW:



101,000+

ACCOUNTS REACHED

25%+



INCREASE IN CONTENT INTERACTION



18%+

INCREASE IN FOLLOWERS

A YEAR IN REVIEW

DEMOGRAPHICS:

AS PROVIDED THROUGH INSTA INSIGHTS



GENDER



55%

MALES

45%

FEMALES

AGE RANGE



27.5%

13-24

33.9%

25-44

31.9%

45-54

6.6%

55+

A YEAR IN REVIEW

BACK IT UP LACROSSE:

TARGET AUDIENCE:

- COACHES ACROSS ALL SPORTS AND LEVELS LIKE -
 - HIGH SCHOOL
 - COLLEGE
 - CLUB

WITH GUEST SPEAKERS & TOPICS LIKE:



CULTURE
COACH ALBERICI



DEFENSE
COACH BYRNE



DIRECTOR
COACH SILIPO



DIRECTOR
COACH ODIERNA



OFFENSE
COACH METZKY



RIDE+CLEAR
COACH D'ANNOLFO



FACE-OFF + WING
COACH BRODERSEN



GOALIE
COACH FOSSNER



INTERESTED IN PARTNERING?

Email us at
lilacrossejournal@gmail.com

