

**2023-24 Topps “Now” Set of 228  
(numbered from 1-228) The numbered  
out of 1 Gold Ice Parallel and  
numbered out of 10 Blue Ice Parallel  
Insert stickers are not considered part  
of the set.**

**2023-24 Topps “Now” Set of 228 (228 loose  
stickers coming from 38 weeks) +  
Numbered out of 1 Gold Ice Parallel Insert  
stickers 10 Blue Ice Parallel Insert stickers  
(not considered part of the set)**

### **4 Key Rookie (RC) Stickers**

Connor Bedard, Adam Fantilli, Brock Faber and  
Logan Cooley.

## **Sticker History from 2023 Topps “Now”**

The idea for the 2023-24 NHL season sticker series was to capture events as they happened “week by week” and to highlight the notable accomplishments as they happened. This is the Fifth Edition of the NHL Topps “Now” sticker set.

The number of stickers produced in cellophane packages each week were a consistent 6 stickers per week for 38 consecutive weeks from Game 1 of the Regular Season to the last game of the Stanley Cup Finals. You could order them directly from Topps.com during a 7 day window, then they would be “sold out”, at Topps.com. After a day to a week of being sold out, Topps.com would then announce the “print run” for each sticker and then after that, show that same “sticker” in their “archives”. A novel idea as this would add some true collectability to these as a more “limited” sticker product.

Inserted in random packs, and advertised on topps.com, they inserted a numbered out of 1 “Gold Ice” parallel of each sticker made as well as

an out of 10 “Blue Ice” parallel of each sticker made. Both these “Ice” parallel stickers will be considered an “Insert” and not part of the regular Master Set of 228.

A total of 38 weeks of stickers were produced from the start of the regular season in October 2023 going until early June 2024 ending with the Stanley Cup Finals. 228 regular stickers were produced in total for this series.

For this year’s series, the price per pack was consistent each week at \$9.99 USD plus shipping for 5 of the same player (about \$2 USD plus shipping per sticker card). They also offered one of each sticker from the week in a cellophane package costing on average about \$2 USD plus shipping per sticker. When you purchased larger multiples (than 5) of a player, you could get a small discount of \$0.25 off per sticker if you purchased 20 of that same sticker.

Assuming you were able to grab these packs for market price when they were released, your cost

to build a complete set would have been about \$600-\$650 USD including the cost of shipping.

## **Sticker Facts**

The size of each full sticker is 7.3 cm X 5.3 cm (2.88 in X 2.1 in). There were 38 different weeks. Each sticker cost about \$2 USD each (plus shipping). Topps sold them as a pack of 5 of the same player for \$9.99 or one of each player for that week costing about \$2 a sticker times 6 for a pack of one of each sticker for that week.

The “Ice” parallel inserts were not clearly labeled at the back of the clear packages as “Ice”. When you looked at the back of the package, the “Ice” parallel sticker was numbered in the same way as the back of the regular issue of that sticker was.

**From sticker #1-228 the “Ice” parallel stickers came alone in it’s own wrapped cellophane package.**

It was far less common to receive an “Ice” parallel sticker with an order of “5 packs” than in the “1 of each package bundle”.

There was NO sticker album made for this series.

The 2024 Stanley Cup winners were the Florida Panthers. Connor McDavid won the Conn Smythe Trophy as the NHL Playoffs MVP. It should be noted that Connor McDavid (42 points which was 4th best all time only behind Gretzky and Lemieux), Evan Bouchard and Leon Draisaitl finished 1st, 2nd and 3rd in scoring for the 2024 Stanley Cup Playoffs.

## **Print Run Numbers from 2023-24 Topps “Now” Set:**

They listed Print Runs by player and not by week for the second year in a row for the 2023-24 series of Topps “Now”.

## **Highest Print Run by Player**

Week 1 Connor Bedard #1 with 29,357 produced.

## **Lowest Print Run by Player**

Week 32 Vancouver Canucks #187 with only 69 produced.

## **Print Run Range**

(Highest) 29,357 Bedard - (Lowest) 69 for Vancouver Canucks = 29,288 difference.

## **Why is a COMPLETE set of 2023-24 Topps “Now” going to be challenging to find or finish?**

There can only ever be a maximum of (69) complete base sets that exist for the 2023 Topps Now sticker series. By purchasing a "set" of 2023 NHL Topps “Now” stickers, you'd have a product

that there'd be only 68 more of in existence. A 1 of 69 if you will.

## **Season Facts**

This was the 107th season of operation of the NHL (106th of play). Connor Bedard was the 1st overall draft pick and played for the Chicago Blackhawks.

## **Expansion Notes**

Utah is now the new home of the former Arizona Coyotes. On April 19, 2024, it was announced that Ryan and Ashley Smith purchased the Coyotes for 1.2 Billion and moved the team to Salt Lake City. The Utah Hockey Club will start play in the 2024-25 NHL Hockey Season.