

**2024-25 Topps “Now” Set of 220
(numbered from 1-210) + 10
Alexander Ovechkin 895 Goals
Commemorative Stickers Sub Set
(numbered as Gr8-X). 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. For the Alexander Ovechkin
10 Sticker Sub Set, they made 2 more
Parallel versions (In addition to the
Gold Ice and Blue Ice): Black Ice out
of 25 and Red Ice out of 5.**

**2024-25 Topps “Now” Set of 220 (210 loose
stickers coming from 35 weeks plus 1
sub-set week of 10 stickers for Ovechkin
tribute (around week 24)) + Numbered out**

of 1 Gold Ice Parallel Insert stickers 10 Blue Ice Parallel and Red Ice Ovechkin and Black Ice Ovechkin Insert stickers (ALL are not considered part of the set)

4 Key Rookie (RC) Stickers

Macklin Celebrini, Matvei Michkov, Lane Hutson and Ivan Demidov.

Sticker History from 2024 Topps “Now”

The idea for the 2024-25 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 Sixth 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 35 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. As noted above, the Ovechkin sub-set had 2 more levels of parallels (Red and Black). All of these “Ice” parallel stickers will be considered an “Insert” and not part of the regular Master Set of 220.

A total of 35 weeks of stickers were produced (plus an extra set of 10 Ovechkin tribute stickers in week 24) from the start of the regular season in October 2024 going until early June 2025 ending

with the Stanley Cup Finals. 220 regular stickers were produced in total for this series.

For this year's series, the price per pack was consistent each week at \$10.99 USD plus shipping (this was an increase of \$1 per pack of 5 from 2023-24) for 5 of the same player (about \$2.20 USD plus shipping per sticker card). The Ovechkin Tribute set of 10 stickers was available for \$29.99 plus shipping (\$3.00 USD per sticker). They no longer offered one of each sticker for the week in its own cellophane package. When you purchased larger multiples (than 5) of a player, you could get a small discount of \$0.20 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 \$650-\$675 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 35 different weeks. Each sticker cost about \$2 USD each (Ovechkin week was \$3 USD each) (plus shipping). Topps sold them as a pack of 5 of the same player for \$10.99 or one of each player for that week costing about \$2.20 a sticker.

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 #1-210 and Gr8-1-10, the “Ice” parallel stickers came alone in its own wrapped cellophane package.

There was also no rhyme or reason on if you received an “Ice” parallel sticker and which level you would receive.

There was NO sticker album made for this series.

The 2025 Stanley Cup winners were the Florida Panthers. Sam Bennett won the Conn Smythe Trophy as the NHL Playoffs MVP.

Print Run Numbers from 2024-25 Topps “Now” Set:

They listed Print Runs by player and not by week for the third year in a row for the 2024-25 series of Topps “Now”.

Highest Print Run by Player

Week 1 Macklin Celebrini #6 with 8,247 produced.

Lowest Print Run by Player

Week 14 Matthew Knies #79 with only 60 produced.

Print Run Range

(Highest) 8247 Bedard - (Lowest) 60 for Matthew Knies= 8,187 difference.

Why is a COMPLETE set of 2024-25 Topps “Now” going to be challenging to find or finish?

There can only ever be a maximum of (60) complete base sets that exist for the 2024 Topps Now sticker series. By purchasing a "set" of 2024 NHL Topps “Now” stickers, you'd have a product that there'd be only 59 more in existence. A 1 of 60 if you will.

Season Facts

This was the 108th season of operation of the NHL (107th of play). Macklin Celebrini was the 1st overall draft pick and played for the San Jose Sharks.

Expansion Notes

The Arizona Coyotes are no more. The franchise folded and ceased operations, moving to a new city and starting a brand new franchise in Salt Lake City Utah. The new hockey team would go by the “Utah Hockey Club (HC) in their first year of operation in the 2024-25 NHL season.