

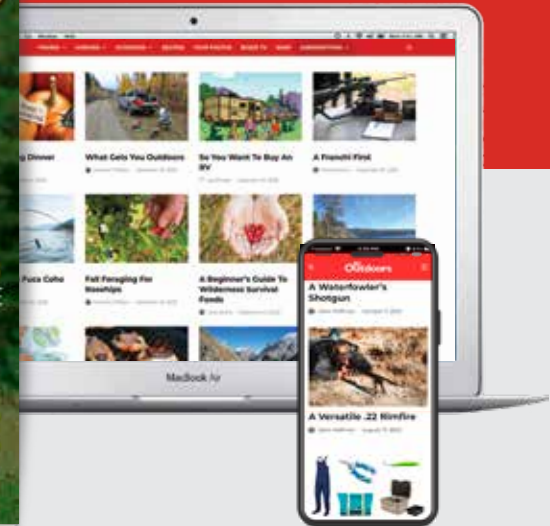
MEDIA KIT

OUR BRANDS

SPORTSMAN
CHANNEL

Outdoor
Canada

BC
Outdoors



REACHING CANADIAN ANGLERS & HUNTERS

DON'T MISS OUT ON **\$18.9 Billion** IN EXPENDITURES MADE BY ANGLERS & HUNTERS

3.5 Million PEOPLE IN CANADA FISH & **3.4 Million** HUNT/SPORT SHOOT

HOW TO REACH ALL CANADIAN ANGLERS & HUNTERS



TELEVISION

SPORTSMAN CHANNEL CANADA

- **650,000** household reach
- **83%** of available Canadian shows are exclusive to Sportsman Channel Canada with over 90 programs in total (cdn & u.s.)
- Available through major cable/satellite providers across Canada



PRINT

OUTDOOR CANADA & BC OUTDOORS

- Total readership of over **700,000**
 - Six issues annually
- 100% paid circulation & top seller on newsstands across Canada



DIGITAL

OUTDOORCANADA.CA BCOUTDOORSMAGAZINE.COM

- **59,327** unique visitors combined
 - Over **118,048** monthly impressions available
- **51,312** combined e-newsletter subscribers



SHOW

OUTDOORS SHOW

- **3** days long
- Over **100** exhibitors
- **10,221** show attendees
- **112,000** Sq Ft of show space

WHO OUR AUDIENCE IS...



HUNTING

- 83%** hunt
- 37%** hunt more than 10 days per year
- 40%** hunt upland game
- 22%** hunt waterfowl
- 85%** are looking to buy hunting equipment in 2024



FISHING

- 86%** fish
- 75%** fish more than 10 days per year
- 80%** freshwater fish
- 41%** fly fish
- 79%** are looking to buy fishing equipment in 2024



SHOOTING SPORTS

- 61%** are active target/sport shooters
- 60%** spend more than 10 days shooting per year
- 55%** are looking to buy shooting sports equipment in 2024

SPORTSMAN CHANNEL RATES

ROSEMARY BUBANOVICH
National Account Manager
416-738-3558 / rosemary@outdoorgroupmedia.com



OPTION 1

Block Sponsorship – 3 hour block

- Opening message: 1 per show = 6
- Commercials: 2 per show= 12 total
- Promotional Drivers: 100
- Run of Network (ROS) Commercials: 100 spots
- Weekly total delivery: 218 spots

Total for 13 week Quarter:
 $13 \times 218 = 2,834$

Total Investment: **\$15,000 NET**

OPTION 2

Prime-time Commercial Placements

- Placement of commercials within prime-time show schedules
- i.e.; Monday-Sunday 6pm–midnight AND/OR Saturday and Sunday 8am – noon

Cost: **\$30.00 PER 30 SECOND SPOT**

OPTION 3

Run of Network Commercials

- *Placement throughout network schedule
- *No prime selection guarantees

Cost: **\$10.00 PER 30 SECOND SPOT**

Please check with your Sales Representative to confirm all block sponsorships and prime-time commercial availabilities prior to bookings



PRINT U.S. NATIONAL RATES & DIMENSIONS

ROSEMARY BUBANOVICH
National Account Manager
416-738-3558 / rosemary@outdoorgroupmedia.com



EFFECTIVE JANUARY 2024, NET RATES - US DOLLARS

OUTDOOR CANADA & BC OUTDOORS COMBINED

Covers/Premium Positions: **+15%**

SIZE	1X	3X	6X
Full Page	\$9,880	\$9,380	\$8,925
2/3 Page	\$8,035	\$7,605	\$7,250
1/2 Page	\$6,375	\$6,055	\$5,755
1/3 Page	\$4,465	\$4,250	\$4,030
1/6 Page	\$2,395	\$2,270	\$2,160
DPS	\$16,720	\$15,950	\$15,000

OUTDOOR CANADA

Covers/Premium Positions: **+15%**

Full Page	\$8,130	\$7,700	\$7,330
2/3 Page	\$6,680	\$6,330	\$6,000
1/2 Page	\$5,260	\$4,995	\$4,690
1/3 Page	\$3,715	\$3,490	\$3,190
1/6 Page	\$1,960	\$1,845	\$1,645
DPS	\$14,000	\$13,300	\$12,590

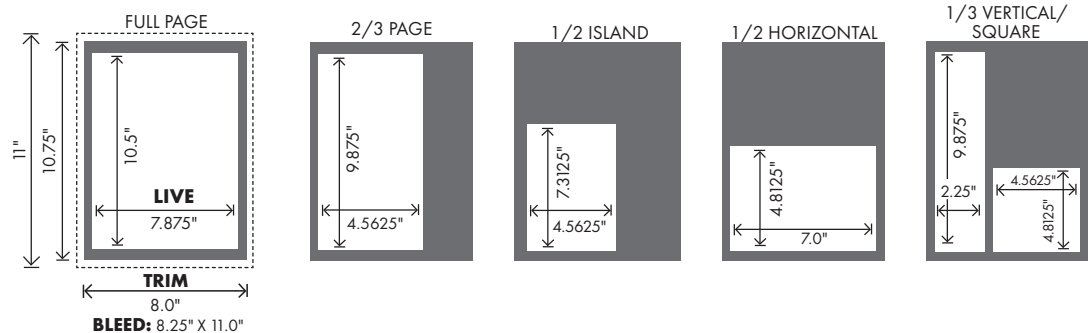
BC OUTDOORS

Covers/Premium Positions: **+15%**

Full Page	\$3,300	\$3,125	\$2,995
2/3 Page	\$2,660	\$2,550	\$2,395
1/2 Page	\$2,170	\$2,105	\$1,950
1/3 Page	\$1,465	\$1,325	\$1,225
1/6 Page	\$800	\$725	\$625
DPS	\$5,680	\$5,440	\$5,112

DIMENSIONS

SIZE	WIDTH	HEIGHT
Full Page Bleed	8.25"	11"
Full Page Live	7.875"	10.5"
2/3 Vertical	4.5625"	9.875"
1/2 Island	4.5625"	7.3125"
1/2 Horizontal	7"	4.8125"
1/3 Vertical	2.25"	9.875"
1/3 Square	4.5625"	4.8125"
1/6 Vertical	2.25"	4.8125"



WHERE SHOULD I SEND MY CREATIVE?

WeTransfer for files over 10MB

or email directly to:

Michaela Ludwig

Email: production@outdoorgroupmedia.com

Phone: 604-559-6154

2024 PRODUCTION SCHEDULE DEADLINES

ISSUE	SPACE CLOSE	ARTWORK DUE DATE	INSERTS DUE	MAIL DATE	NEWSSTAND DATE
MAR/APRIL (FISHING SPECIAL)	19-JAN	26-JAN	26-JAN	21-FEB	26-FEB
MAY/JUNE	15-MAR	22-MAR	22-MAR	17-APR	22-APR
JULY/AUG	17-MAY	24-MAY	24-MAY	19-JUN	24-JUN
SEPT/OCT (HUNTING SPECIAL)	19-JUL	26-JUL	26-JUL	21-AUG	26-AUG
NOV/DEC	13-SEP	20-SEP	20-SEP	16-OCT	21-OCT
JAN/FEB (2025)	9-NOV (2024)	16-NOV (2024)	16-NOV (2024)	12-DEC (2024)	17-DEC (2024)

EDITORIAL CALENDAR

ROSEMARY BUBANOVICH

National Account Manager

416-738-3558 / rosemary@outdoorgroupmedia.com

OUTDOOR
GROUP
MEDIA

Outdoor Canada

MARCH/APRIL 2024 (FISHING SPECIAL)

Booking Close:
January 19, 2024

Canada's Top Fishing Destinations:

Our annual roundup of the very best lakes, rivers, streams, reservoirs and more across the land to catch numbers and sizes of our most popular sportfish.

Top New Tackle Guide: Fishing Editor Gord Pyzer selects the best new rods, reels, lures and accessories for 2024's open-water season. Bonus: Contributor Wayne Phillips reviews the top new fly-fishing gear.

Fish Like a Pro: Fishing Editor Gord Pyzer and our roster of expert angling contributors share their top tips, techniques, gear suggestions and more for catching your share of Canada's favourite fish.

Angler Utopia: Contributor Craig Mitchell recounts the story behind the short-lived Principality of Outer Baldonia, an island micro-nation off the coast of Nova Scotia, created in the 1940s by three tuna fishermen.

MAY/JUNE 2024

Booking Close:
March 11, 2024

Spring Action Guide: As anglers and hunters across Canada start gearing up for an action-packed spring, we present the latest expert advice for successfully pursuing walleye, trout, wild turkeys and black bears.

Top Gear: Hunting Editor Ken Bailey surveys the year's best new rifles, shotguns, loads, optics, apparel and more for hunting in Canada. Bonus: Contributor Brad Fenson rounds up the best new bowhunting gear for 2024.

Getting There Guide: Our annual look at what's new in boats, ATVs and side-by-sides designed for the needs of anglers and hunters.

High-Tech Fishing: Contributor Craig Ritchie provides an overview of the latest in marine electronics for anglers, from fish finders and chart plotters to autopilots and more.

JULY/AUGUST 2024

Booking Close:
May 13, 2024

The Fish of Summer: Fishing Editor Gord Pyzer and our expert angling contributors share their secret strategies for catching more of Canada's favourite summertime sportfish.

Backcountry or Bust: For a successful hunting and camping adventure in the Canadian wilds this coming fall, you need just the right gear. Contributor Mark Hoffman lists the most important items you need to bring—and why.

Outdoor Photography's Best:

Presenting the awesome winning images from our popular annual fishing, hunting and great outdoors photo contest.

SEPTEMBER/OCTOBER 2024 (HUNTING SPECIAL)

Booking Close:
July 15, 2024

Trophy Buck Secrets: Wildlife expert and photographer Mark Raycroft shares his latest top tactics for hunting giant white-tailed bucks across Canada.

Pro Hunting Guides: Hunting Editor Ken Bailey and contributors reveal their favourite tips, techniques, gear recommendations and more for hunting big game, waterfowl, upland game birds and more.

The Last Days at Camp: A heartfelt essay by contributor Larry Oakley on the end of an old-timer's hunting career.

Fall Fish Favourites: Fishing Editor Gord Pyzer and our expert roster of angling contributors present all new tactics for tackling early-autumn fish across Canada.

NOVEMBER/DECEMBER 2024

Booking Close:
September 9, 2024

Frosty Pursuits: As winter progresses and temperatures continue to drop, it's time for hunters to change their tactics. Hunting Editor Ken Bailey and our expert contributors explain how.

Closing Catches: With the open-water fishing season soon over, Fishing Editor Gord Pyzer and contributors share their late-season techniques for continuing to catch Canada's top sportfish.

Hog Wild: As invasive feral hog populations continue to expand across Canada, opinions differ widely on how best to deal with the problem, with some arguing that hunting only makes things worse. We investigate.

JANUARY/FEBRUARY 2025

Booking Close:
November 9, 2024

Hardwater Special: Fishing Editor Gord Pyzer and Canada's top ice anglers share their top tips, tricks and techniques for catching Canada's favourite sportfish through the ice.

Winter Warmers: Professional chef Cameron Tait present four recipes for hearty fish and game dishes, the perfect comfort food for the cold winter months.

Best New Hardwater Gear: Our annual survey of the season's top new rods, reels, lines, lures, apparel and more for ice fishing in Canada.

Winter Hunts: Hunting Editor Ken Bailey and our expert contributors share their suggestions for hunting opportunities over Canada's winter months.

BC Outdoors

MARCH/APRIL 2024

Booking Close:
January 19, 2024

Spring Fishing: Sue Pollard, from the Freshwater Fisheries Society of BC, will highlight some of BC's best freshwater fisheries and let you know where you can get your line wet this spring.

Nannies Versus Billies: When it comes to hunting for mountain goats, it's imperative hunters be able to tell the difference between the sexes to avoid devastating losses to the herds. Author TJ Schwanky will help readers spot the differences so mistakes aren't made in the field.

Triggers: Firearms expert Al Voth reviews everything you need to know about triggers.

MAY/JUNE 2024 FISHING ISSUE

Booking Close:
March 11, 2024

Looking For Lake Trout: Renowned fishing guide Ben Fougere will help readers make the most of their fishing trip to locate and land a laker.

Sockeye: Author Dave Ryder will highlight all the good work being done at the Osyoos Sockeye Fishery.

Landslide: Author Tom Davis will look at how the landscape has changed four years after the infamous Big Bar Slide.

JULY/AUGUST 2024

Booking Close:
May 13, 2024

All About Salmon: Salmon-fishing guru Jason Brooks will be writing two articles for this issue, one taking readers to the famous Esperanza Inlet and another highlighting the epic fishing to be had along the Salmon Highway as salmon migrate south from Alaska.

Downriggers: Author Tom Davis will detail everything you need to know about downriggers to make your fishing trip a success.

SEPTEMBER/OCTOBER 2024 HUNTING ISSUE

Booking Close:
July 15, 2024

Chasing Deer: Hunting and firearms specialist Mark Hoffman will take readers into the BC mountains in search of whitetail deer.

Region 2 Elk: Author Tim Fowler will look at elk that have been relocated to BC's region 2 and the booming success this project has become over the years.

Hunting Forecast: BC Outdoors' assistant editor Michaela Ludwig will talk to regional biologists and keep readers informed of trends and hunting opportunities across the province.

NOVEMBER/DECEMBER 2024

Booking Close:
September 9, 2024

Merry Christmas: Authors Mark Hoffman and Tom Davis will highlight everything the hunter and fisher on your to-buy-for list wants to find under the tree this year.

Winter Steelhead: Writer and photographer Aaron Goodis will take readers fly fishing for winter steelhead.

All The Pressure: Mark Hoffman is back again in this issue for an article on cartridge pressure – too much, too little, how to find the right amount of pressure to achieve your goals.

JANUARY/FEBRUARY 2025

Booking Close:
November 9, 2024

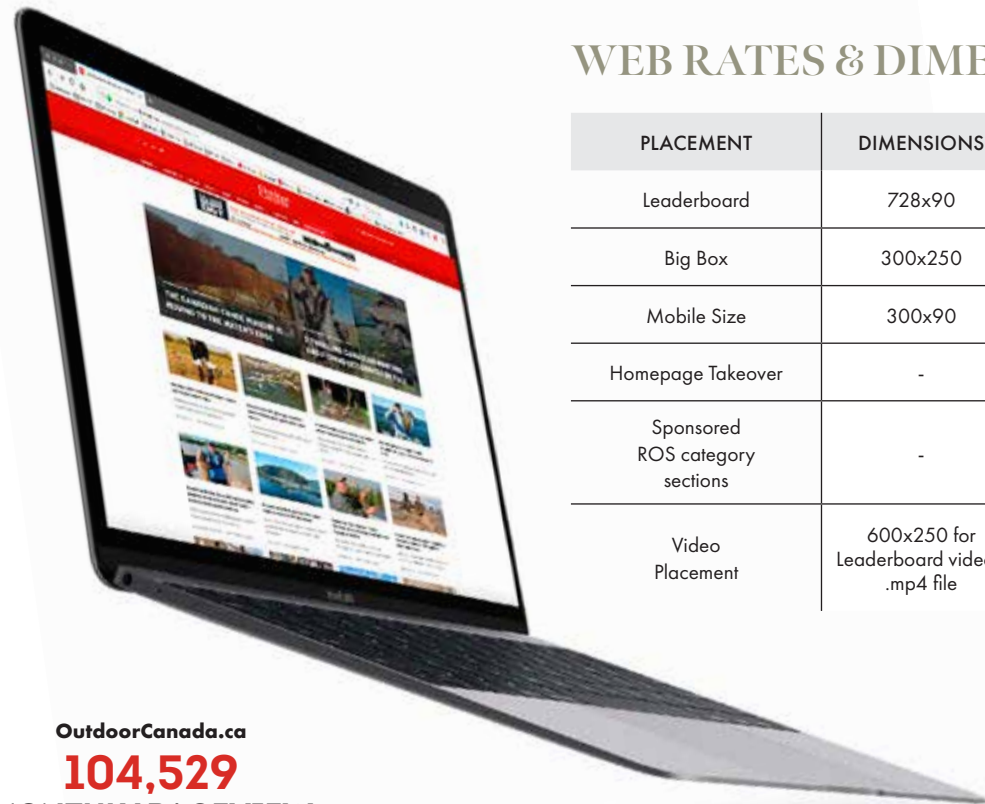
Looking Ahead: BC Outdoors' writer Tim Fowler will look at the future of hunting and where our favourite pastime is heading.

Chilly Salmon: Author and fisherman John Carinha takes readers out on a winter salmon fishing trip.

Cooking Rough: BC Outdoors' columnist Linda Gabris will highlight the bounty that can be found in BC when foraging in the winter.

*All articles subject to potential cancellation or modification

EFFECTIVE JANUARY 2024, NET RATES



OutdoorCanada.ca

104,529

MONTHLY PAGEVIEW

WEB RATES & DIMENSIONS

PLACEMENT	DIMENSIONS	COST
Leaderboard	728x90	\$20 CPM
Big Box	300x250	\$20 CPM
Mobile Size	300x90	\$20 CPM
Homepage Takeover	-	\$1,000 per day
Sponsored ROS category sections	-	\$30 CPM
Video Placement	600x250 for Leaderboard video - .mp4 file	\$35 CPM

STATS

OUTDOORCANADA.CA

Unique visitors monthly average: **48,333**

Pageviews monthly average: **104,529**

Facebook fans: **49,900**

Twitter followers: **12,700**

OC Instagram followers: **9,330**

YouTube: **3,020 subscribers**

BCOUTDOORMAGAZINE.COM

Unique visitors monthly average: **10,994**

Pageviews monthly average: **13,519**

Facebook fans: **3,270**

Twitter followers: **1,857**

BCO Instagram followers: **12,400**

BCO SPORT FISHING TV

Facebook fans: **5,621**

Twitter followers: **1,470**

Instagram followers: **8,218**

BCOSF TV YouTube: **6,690 subscribers**

SPECIALTY OPTIONS

Influencer article

Max 500 words + 3 photos

\$1,000

Contest

Entry page set up, web & social media push promoting contest

\$2,500 and up



WHERE SHOULD I SEND MY CREATIVE?

Email to: Lauren Novak

Lauren@opmediagroup.ca

- Send 5 business days prior to campaign dates
- Image (jpg, gif or png)

E-NEWSLETTERS

OC Subscribers E-Newsletter: **28,082 subscribers**

BCO Subscribers E-Newsletter: **8,926 subscribers**

Sportsman Canada E-Newsletter: **14,304 subscribers**

Leaderboard (728x90)

Big Box (300 x 250)

Runs twice per month - every other Wednesday

31% avg open rate E-Newsletters

\$550 per E-Newsletter



THE 3RD ANNUAL

BC Outdoors Show

AT CHILLIWACK HERITAGE PARK

This is an excellent opportunity for dealers, distributors and companies to market their goods and services to thousands of outdoor enthusiasts of all ages. Leverage a wide clientele and loyal audience that spans our media partners at BC Outdoors, Outdoor Canada, Pacific Yachting, and Sportsman Channel.

The BC Outdoors Show will showcase something for everyone: industry experts, TV personalities, key speakers, interactive events, boats, RVs, and retailers from across Western Canada.

Our approach is to honour outdoor traditions and accommodate all aspects of outdoor enjoyment.

CONTACT US FOR MORE INFO

SHOW STATS

- **3** days long
- Over **100** exhibitors
- **10,221** attendees at the 2023 show
- **112,000** Sq Ft of show space

SHOW DATES

MARCH 22-24, 2024

Friday, March 22 - 12pm to 8pm

Sat, March 23 - 10am to 6pm

Sunday March 24 - 10am to 4pm