



2027 MEDIA KIT

OUR BRANDS



REACHING CANADIAN ANGLERS & HUNTERS

EFFECTIVE JANUARY 2027, NET RATES

OUR BRANDS

AUDIENCE



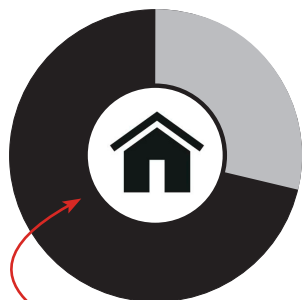
Male:
70%



Female:
30%



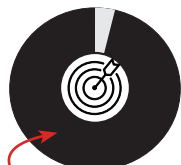
**Median
Age:**
51



**70%
OWN
HOMES**

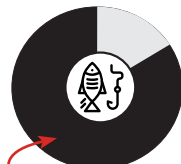


**Average
household
income**
\$75,000+



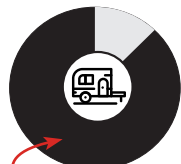
**96%
HUNT**

- 94%** hunt big game
- 62%** hunt waterfowl & upland game
- 56%** own 1+ dog
- 30%** bowhunt
- 63%** target/sport shoot



**85%
FISH**

- 58%** fish 14+ days/year
- 65%** own a powerboat
- 71%** own 5+ fishing rods
- 38%** own an ATV
- 47%** fly fish



**88%
CAMP**

- 64%** own a camper/trailer
- 94%** own a pick up or SUV
- 30%** own a canoe
- 69%** hunt 14+ days/year

EFFECTIVE JANUARY 2027, NET RATES

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

REACH ALL CANADIAN ANGLERS & HUNTERS



TELEVISION

**SPORTSMAN CHANNEL
CANADA**

- **700,000+** 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



DIGITAL

**OUTDOORCANADA.CA
BCOUTDOORMAGAZINE.COM**

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



PRINT

**OUTDOOR CANADA
& BC OUTDOORS**

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



SHOW

BC OUTDOORS SHOW

- **March 12-14, 2027**
- Over **100** exhibitors
- **10,221** show attendees
- **112,000** Sq Ft of show space

PRINT RATES & DIMENSIONS



NATIONAL DISPLAY RATES

OUTDOOR CANADA & BC OUTDOORS COMBINED

SIZE	1X
Full Page	\$9,500
2/3 Page	\$7,300
1/2 Page	\$5,500
1/3 Page	\$4,100
1/6 Page	\$2,350

OUTDOOR CANADA

Full Page	\$6,700
2/3 Page	\$5,250
1/2 Page	\$4,500
1/3 Page	\$3,500
1/6 Page	\$2,000

BC OUTDOORS

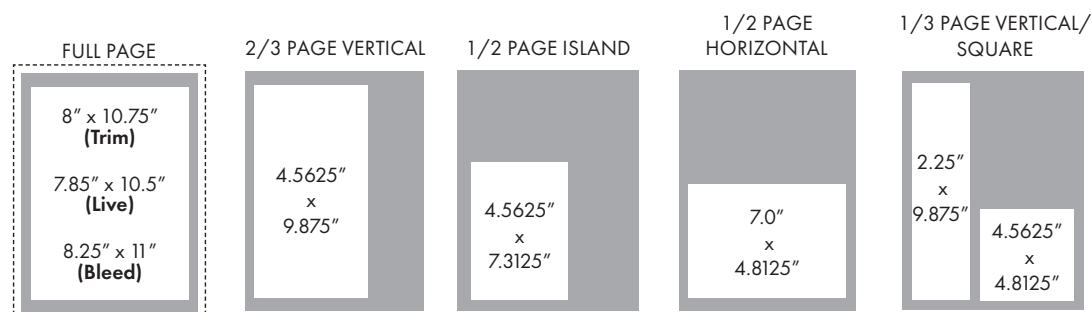
Full Page	\$4,405
2/3 Page	\$3,550
1/2 Page	\$2,890
1/3 Page	\$1,955
1/6 Page	\$1,055

Contact your rep for campaign options.
Discounts available upon frequency
Covers/Premium Positions: **+15%**



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"



PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	ARTWORK DUE DATE	MAIL DATE	NEWSSTAND DATE
JAN/FEB	13-NOV (2026)	20-NOV (2026)	16-DEC (2026)	21-DEC (2026)
MAR/APRIL (FISHING SPECIAL)	15-JAN	22-JAN	17-FEB	22-FEB
MAY/JUNE	19-MAR	26-MAR	21-APR	26-APR
JULY/AUG	21-MAY	28-MAY	23-JUN	28-JUN
SEPT/OCT (HUNTING SPECIAL)	16-JUL	23-JUL	18-AUG	23-AUG
NOV/DEC	17-SEP	24-SEP	20-OCT	25-OCT

EDITORIAL CALENDAR*



Outdoor Canada

JANUARY/FEBRUARY

Booking Deadline: November 13, 2026

Hardwater Action Guide: Top techniques for ice-fishing success.
Bonus: A roundup of the top new gear for ice fishing.

Belly Warmers: Four hearty wild game and fish dishes for the cold winter months.

Frosty Hunts: Expert contributors share their suggestions for hunting opportunities over Canada's winter.

MARCH/APRIL

(FISHING SPECIAL)

Booking Deadline: January 15, 2027

Hot Spots Guide: The best places to tackle Canada's favourite sportfish.

Top New Tackle: The best new rods, reels, lures and accessories.

River Monsters: A quest for gigantic northern pike.

The Lithium Question: Why more anglers are making the switch to lithium batteries.

MAY/JUNE

Booking Deadline: March 19, 2027

Spring Action Guides: Expert advice for catching springtime walleye and trout, and successfully hunting wild turkeys and black bears.

Top New Gear: A roundup of the best new hunting rifles, shotguns, loads, optics, apparel and more.

Bonus: The best new bowhunting gear for 2026.

JULY/AUGUST

Booking Deadline: May 21, 2027

Summer Fishing Guide: Secret strategies for catching Canada's favourite summertime sportfish.

Top Outdoor Photography: The awesome winning images from our annual fishing, hunting and great outdoors photo contest.

Lofty Goal: A quest to catch a Canadian Rockies Fishing Grand Slam in northern B.C.

SEPTEMBER/OCTOBER

(HUNTING SPECIAL)

Booking Deadline: July 16, 2027

Trophy Buck Guarantee: Tactics for hunting giant white-tailed bucks across Canada.

Pro Hunting Guides: Top tips for hunting big game, waterfowl, upland game birds and more.

Fall Fishing: All new tactics for tackling early-autumn fish across Canada.

NOVEMBER/DECEMBER

Booking Deadline: September 17, 2027

Cold Pursuits: Late-season hunting tactics for waterfowl and big game.

Last-Chance Fish: Our expert contributors reveal their favourite angling tactics for closing out the open-water season.

BC Outdoors

JANUARY/FEBRUARY

Booking Deadline: November 13, 2026

Getting Started: A guide to guns, ammunition and optics for that first hunt.

Spring Bears: Start your season early with a bear hunt.

Unwelcome Guests: How invasive species can affect BC waters.

Area Highlight: Saltwater fishing near Campbell River.

MARCH/APRIL

(FISHING SPECIAL)

Booking Deadline: January 15, 2027

Area Highlight: Saltwater fishing in the legendary Nootka Sound.

Fly Fishing Kamloops: Locations, tips and gear to make the most of your trip.

Netting A Kokanee: The top five setups to increase success.

Casting For Rainbows: All you need to know when it comes to fishing for rainbows on Shuswap Lake.

MAY/JUNE

Booking Deadline: March 19, 2027

Area Highlight: Saltwater fishing adventures near Port Hardy.

Coastal Exposure: Fly fishing for salmon around North Vancouver.

Tackling St. Mary's River: The author recounts a guided fly-fishing trip along St. Mary's River near Kimberley.

Fishing The Cariboo: Hit up these little-known hidden gems.

JULY/AUGUST

Booking Deadline: May 21, 2027

How Fast: Calculating terminal speed for arrows, bullets and bird shot.

Area Highlight: Saltwater fishing off the shores of Tofino and Ucluelet.

Saving The Chinook: Rebuilding populations of Upper Fraser River Chinook salmon.

Island Time: Fishing for steelhead on Vancouver Island.

SEPTEMBER/OCTOBER

(HUNTING SPECIAL)

Booking Deadline: July 16, 2027

Hunting Forecast: The outlook for the 2026 hunting season across the province.

Second Shot: Training for fast, successful follow-up shots.

Hunting Squirrels: They make the perfect first quarry for new hunters.

Raising A Hunting Dog: From puppy to devoted hunting partner.

NOVEMBER/DECEMBER

Booking Deadline: September 17, 2027

Affordable Ice Fishing Gear: Hardwater fishing doesn't have to be an expensive hobby.

More Ammunition, Faster: Tools and techniques for handloading.

Dams & Salmon Survival: Can dams help salmon survive climate warming?

Area Highlight: Saltwater fishing around Quatsino and Winter Harbour.



*All articles subject to potential cancellation or modification.

DIGITAL OPTIONS PER PLATFORM

Social Media **\$600/per post**

Website **\$1000/month**

Newsletter **\$600/per**

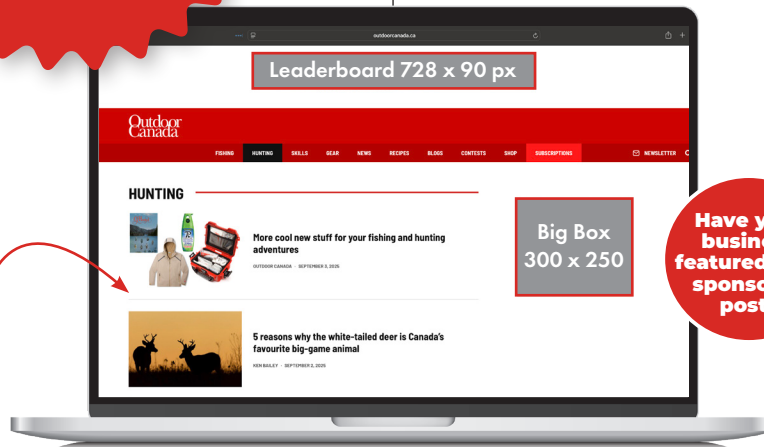
Web & Newsletter combo **\$2000/per month**

Sponsored online content **\$2000**

Contest **\$2500/per month**

**MAKE IT
A CAMPAIGN!**
ASK YOUR REP ABOUT
DISCOUNTED PRICING ON
AN ALL-PLATFORM
DIGITAL CAMPAIGN.

OutdoorCanada.ca
98,750
MONTHLY
PAGEVIEWS



COMBO BUYS

FULL PAGE BUNDLE

1X full page in *Outdoor Canada* or *BC Outdoors*,
2X e-newsletters, 1 month of web ads,
2 social posts **\$7,995**

HALF PAGE BUNDLE

1X half page ad in *Outdoor Canada* or *BC Outdoors*,
1X e-newsletter, 1 month of web ads,
2 social posts **\$5,750**

THIRD PAGE BUNDLE

1X third page ad in *Outdoor Canada* or *BC Outdoors*,
1X e-newsletter, 1 X social post **\$4,000**

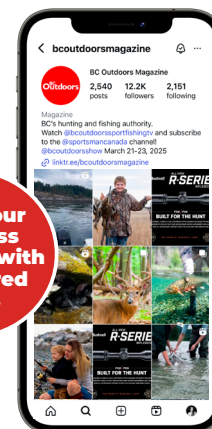
**all digital post creative to be supplied by advertiser.*

WHERE SHOULD I SEND MY CREATIVE?

Email to: **Mark Lapiy** digital@opmediagroup.ca

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

**Have your
business
featured with
sponsored
posts**



STATS

OUTDOORCANADA.CA

Unique visitors monthly average: 36,250
Pageviews monthly average: 98,750
Facebook fans: 48,000
Followers on X: 10,700
OC Instagram followers: 10,300
YouTube: 3,060 subscribers

BCOUTDOORMAGAZINE.COM

Unique visitors monthly average: 8,187
Pageviews monthly average: 39,127
Facebook fans: 3,400
Followers on X: 1,828
BCO Instagram followers: 12,200
BCO YouTube: 7,460 subscribers

BCO SPORT FISHING TV

Facebook fans: 7,200
Followers on X: 1,768
Instagram followers: 8,237
BCOSF TV YouTube: 7,460 subscribers

E-NEWSLETTERS

OC Subscribers E-Newsletter: 24,200 subscribers
BCO Subscribers E-Newsletter: 8,100 subscribers
Sportsman Canada E-Newsletter: 9,298 subscribers
Leaderboard (728x90)
Big Box (300 x 250)
Runs twice per month — every other Wednesday
39.2% avg open rate E-Newsletters
\$550 per E-Newsletter

SPORTSMAN CHANNEL RATES



3.5 Million
PEOPLE IN CANADA
FISH

3.4 Million
PEOPLE IN CANADA
HUNT/SPORT SHOOT

**1 MILLION +
VIEWS EVERY
FREE PREVIEW**



**AVAILABLE TO
13.5 MILLION +
HOMES**

AVAILABLE ON ALL MAJOR NETWORKS



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

OPTION 1

Block Sponsorship – 6 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 x 218 = 2,834

Total Investment: \$15,000 NET

OPTION 2

Prime-time Commercial Placements

- Placement of commercials within prime-time show schedule
- 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

FREE PREVIEW MARCH AND OCTOBER

Get even more exposure by booking during our free preview promotion. Talk to your rep for more information.

EFFECTIVE JANUARY 2027, NET RATES