

2018 MEDIA KIT

YOUR ONLY ANSWER TO REACHING ANGLERS & HUNTERS ACROSS CANADA



**NEW
FOR
2018**

Outdoor
Canada



**BC
Outdoors**

PAST

for 40 years we have succeeded...
And continue to produce Award-winning magazine titles for our dedicated readers offering advertisers the **ONLY** national reach that speaks to anglers and hunters across the country!

PRESENT

because we still deliver an unsurpassed reach
With additional market coverage; Outdoor Canada East and West plus combined with B.C. Outdoors - reaches 150,000 households!

FUTURE

because together we're shifting and growing with new generations!
Engaging and expanding our audience reach with "digital & social platforms" while continuing to educate our readers and pass along our great Canadian heritage —fishing and hunting!

WHY YOU SHOULD BE HERE...

WFN TELEVISION NEW IN 2018!



NATIONAL CIRCULATION
150,000 COPIES
6 ISSUES PER YEAR

PRINT

1.9 Million Readership
66% Male
34% Female
44 Average reader age

PRINT : **1.9 MILLION**
DIGITAL: **501,000**

TOTAL BRAND FOOTPRINT: 2.4 MILLION



DIGITAL

501,000 Readership
53% Male
47% Female
40 Average reader age

WHY WE HAVE BECOME CANADA'S LEADING AND NATIONAL BRANDS ACROSS THE COUNTRY

We offer premium brands with Award-winning and engaging content that provide our readers with ongoing knowledge of the great outdoors with; travelogues, product reviews, fishing and hunting advice, profiles, responsible conversation practices & opinion columns

We provide readers with ongoing advice from highly respected top fishing and hunting experts in the industry

Continue to engage, educate and expand our readers knowledge of the great outdoors on all platforms; magazine, websites, social media, and upcoming... television!

Our readers are dedicated and our advertisers trust in our brands.

WHO OUR READERS ARE...



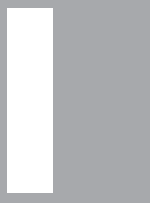


Fishing Gear - **470,000**
 Hunting Gear - **234,000**
 Camping Equipment - **518,000**
 Boating Equipment - **233,000**

ATV's - **200,000**
 Pickup Trucks - **348,000**
 Midsize SUVs - **288,000**
 Campers/Trailers - **204,000**

Power Boaters - **330,000**
 Campers - **684,000**
 Canoeing - **377,000**
 Woodworking/DIY - **556,000**

Photography - **680,000**
 Bird Watching - **550,000**
 Bicycling - **768,000**
 Gourmet Cooking - **565,000**

MAXIMUM REACH PACKAGES

| AD SIZE | TYPE | PRINT | WEB | SOCIAL | COST (NET) | VALUE |
|--|--------------------|--|--|---|-----------------|-----------------|
| 1/3 Page ad  | Integrated Basic | ONE issue each OC & BCO 2 Insertions total | N/A | e-newsletter | \$5,500 | \$6,550 |
| | Integrated Premium | TWO issues each OC & BCO 4 Insertions total | 20,000 ROS OC 15,000 BCO 5,000 | N/A | \$7,800 | \$11,000 |
| 1/2 Page ad  | Integrated Basic | TWO issues each OC & BCO 4 Insertions total | 30,000 ROS ONE Product Highlight | N/A | \$11,500 | \$15,342 |
| | Integrated Premium | THREE issues each OC & BCO 8 Insertions total | 50,000 ROS ONE Product Highlight | ONE e-newsletter | \$15,000 | \$24,000 |
| Full Page ad  | Integrated Basic | TWO issues each OC & BCO 4 Insertions total | 80,000 ROS OC 60,000 BCO 20,000 | TWO e-newsletters ONE Social Media Post | \$23,500 | \$27,000 |
| | Integrated Premium | FOUR issues each OC & BCO 8 Insertions total | 150,000 ROS OC 130,000 BCO 20,000 ONE Product Highlight OR Online Content Integration (Min. 200 words) | FOUR e-newsletters ONE Social Media Post | \$45,000 | \$51,000 |

DIGITAL ADVERTISING

OUTDOOR CANADA & BC OUTDOORS

WEB RATES & DIMENSIONS

Standard Website Units:

| | |
|----------------------------------|------------------------|
| Leaderboard (728x90) | \$20 (CPM) |
| Big Box (300x250) | \$20 (CPM) |
| Small Banner (468x60) | \$20 (CPM) |
| Homepage Wallpaper (160x600) | \$25 (CPM) |
| Homepage takeover | \$1,000 per day |
| Roadblock | \$400 per day |
| Sponsored ROS category sections: | \$30 CPM |
| Geo-targeting: | \$35 CPM |

OUTDOOR CANADA E-NEWSLETTER

E-newsletters: 12,000 subscribers
Big Box 300 x 250
Runs twice per month - every other Wednesday
49% open rate, 3x industry standard!
\$550 per e-newsletter

OUTDOOR CANADA WEBSITE

Unique visitors monthly average: 83,000
Pageviews monthly average: 202,000
Outdoor Canada E-newsletter subscribers: 12,000
Facebook fans: 52,081
Twitter followers: 8,530

BC OUTDOORS WEBSITE

Unique visitors monthly average: 8,170
Pageviews monthly average: 9,881
Facebook fans BCO Sport Fishing TV page: 3,392
Twitter followers: 1,917

* please note: above are monthly average statistics and can vary month to month
* source: Google analytics



www.bcoutdoorsmagazine.com



www.outdoorcanada.ca



<https://mypassionmedia.activehosted.com/index.php?action=social&c=1389&m=1530>

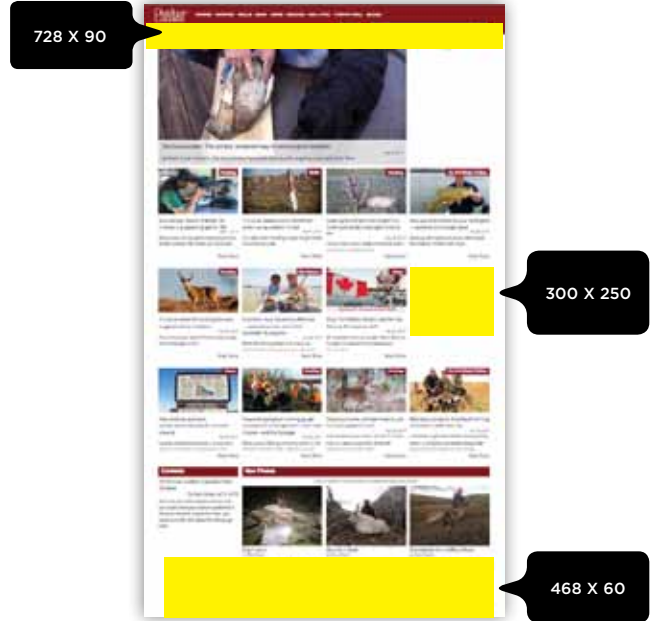


MATERIAL EMAIL TO:

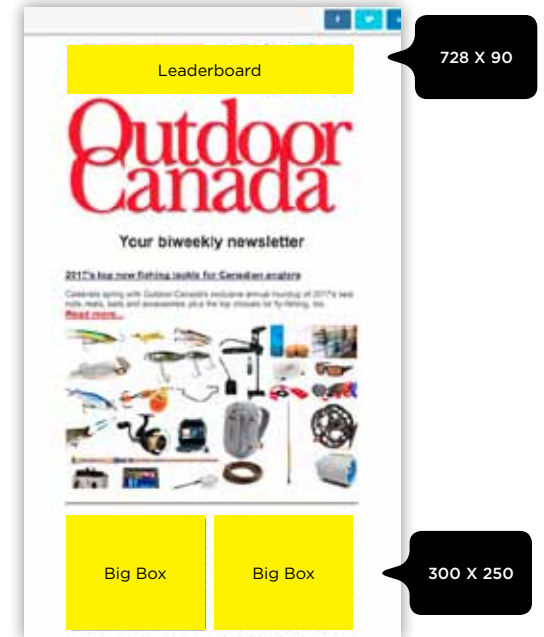
production@mypassionmedia.com

- Please send 5 days business days prior to campaign dates
- Image (jpg, gif or png)
- File size less than or equal to 40K





ARTICLE PAGE



E-NEWSLETTER



SPECIALTY OPTIONS

| TYPE | DESCRIPTION | NET COST | VIEW EXAMPLES |
|---------------------------|---|----------------|--|
| Sponsored Article | Includes leaderboard logo sponsorship of editorial column | \$600 | <div data-bbox="1465 310 1619 493" style="position: absolute; top: -100px; left: 50%; transform: translate(-50%, -50%); background-color: red; color: white; border-radius: 50%; padding: 5px; font-weight: bold;">VIEW EXAMPLES</div> <a data-bbox="1136 532 2005 557" href="http://www.outdoorcanada.ca/The_ultimate_hunting_pack_40_things_you_need">http://www.outdoorcanada.ca/The_ultimate_hunting_pack_40_things_you_need  |
| Integrated Content | Integrated content relating to brand/product. max. 500 words | \$800 | <a data-bbox="1289 678 1801 703" href="http://www.outdoorcanada.ca/SARtechnologies">http://www.outdoorcanada.ca/SARtechnologies  |
| Custom Advertorial | max. 800 words | \$1,200 | <a data-bbox="1142 865 1948 889" href="http://www.outdoorcanada.ca/The-top-10-reasons-why-anglers-love-Honda">http://www.outdoorcanada.ca/The-top-10-reasons-why-anglers-love-Honda  |
| Contest | Includes: Button on homepage, entry page on website set up, data base entries | \$2,500 | <a data-bbox="1283 1052 1808 1076" href="http://www.outdoorcanada.ca/contest.php?id=81">http://www.outdoorcanada.ca/contest.php?id=81  |

*All Specialty Options including content are at the discretion of the Editor only
Please contact a Sales Representative for further details*

PRINT NATIONAL RATES & DIMENSIONS

NET RATES - CANADIAN DOLLARS

OUTDOOR CANADA & BC OUTDOORS COMBINED

150,000 CCAB Audited Circulation

| SIZE | 1X | 3X | 6X |
|-----------|----------|----------|----------|
| Full Page | \$13,175 | \$12,500 | \$11,900 |
| 2/3 Page | \$10,710 | \$10,175 | \$9,670 |
| 1/2 Page | \$8,500 | \$8,075 | \$7,670 |
| 1/3 Page | \$5,950 | \$5,650 | \$5,370 |
| 1/6 Page | \$3,195 | \$3,025 | \$2,880 |
| DPS | \$22,000 | \$20,995 | \$19,975 |

Covers/Premium Positions: +15%

OUTDOOR CANADA

110,000 CCAB Audited Circulation

| SIZE | 1X | 3X | 6X |
|-----------|----------|----------|----------|
| Full Page | \$10,850 | \$10,285 | \$9,775 |
| 2/3 Page | \$8,880 | \$8,440 | \$8,015 |
| 1/2 Page | \$7,015 | \$6,665 | \$6,410 |
| 1/3 Page | \$4,960 | \$4,710 | \$4,460 |
| 1/6 Page | \$2,620 | \$2,510 | \$2,380 |
| DPS | \$18,445 | \$17,500 | \$16,575 |

Covers/Premium Positions: +15%

BC OUTDOORS

40,000 CCAB Audited Circulation

| SIZE | 1X | 3X | 6X |
|-----------|---------|---------|---------|
| Full Page | \$4,405 | \$4,165 | \$3,995 |
| 2/3 Page | \$3,550 | \$3,400 | \$3,195 |
| 1/2 Page | \$2,890 | \$2,805 | \$2,600 |
| 1/3 Page | \$1,955 | \$1,860 | \$1,680 |
| 1/6 Page | \$1,055 | \$1,005 | \$840 |
| DPS | \$7,350 | \$7,000 | \$6,600 |

Covers/Premium Positions: +15%

DIMENSIONS (WIDTH X HEIGHT)

| SIZE | WIDTH | HEIGHT |
|-----------------|---------|---------|
| Full Page Bleed | 8.25" | 11" |
| Full Page Live | 7.75" | 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" |

FTP INFORMATION

A free FTP software program can be downloaded for both platforms at: <http://filezilla-project.org/> or <http://cyberduck.ch/>

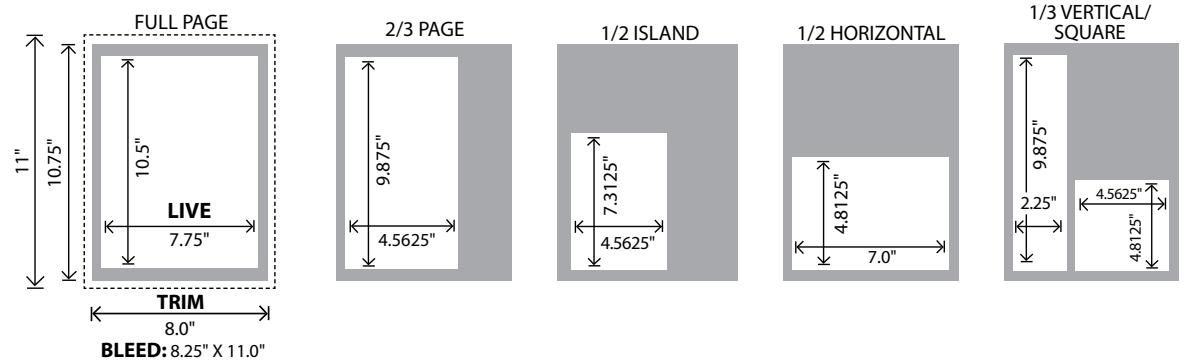
Use the following login information once in the FTP program:

Address: ftp.incentre.net
Username: keywestdrop
Password: keywest2008

Production Contacts for Ad Material:

Outdoor Canada: jodib@cottagelife.com

BC Outdoors: production@outdoorgroupmedia.com



2018 PRODUCTION SCHEDULE DEADLINES

| ISSUE | BOOKING CLOSE | MATERIAL DUE | MAIL/ISSUE RELEASE |
|-------------------|---------------|--------------|--------------------|
| March/April | Jan 23 | Jan 29 | Feb 19 |
| May/June | Mar 14 | Mar 20 | Apr 10 |
| July/August | May 7 | May 11 | June 5 |
| September/October | July 10 | July 16 | Aug 7 |
| November/December | Sept 11 | Sept 17 | Oct 9 |
| January/February | Nov 7 | Nov 13 | Dec 3 |

CLASSIFIED RATES



(GREAT OUTDOORS SECTION RATES)

| SIZE | 1X | 3X | 6X |
|-----------|---------|---------|---------|
| 1/2 Page | \$2,900 | \$2,525 | \$2,150 |
| 1/3 Page | \$1,995 | \$1,730 | \$1,475 |
| 1/4 Page | \$1,620 | \$1,405 | \$1,195 |
| 1/6 Page | \$1,060 | \$920 | \$785 |
| 1/9 Page | \$860 | \$750 | \$635 |
| 1/12 Page | \$550 | \$500 | \$475 |



(RETAIL CLASSIFIED RATES)

| SIZE | 1X | 3X | 6X |
|----------|-------|-------|-------|
| 1/3 Page | \$625 | \$585 | \$550 |
| 1/6 Page | \$425 | \$385 | \$350 |
| 1/9 Page | \$325 | \$285 | \$250 |

(REAL ESTATE / BROKER RATES)

| SIZE | RATE |
|-----------|-------|
| Full Page | \$850 |
| 1/2 Page | \$550 |
| 1/3 Page | \$450 |
| 1/6 Page | \$250 |

DIMENSIONS (WIDTH X HEIGHT)

| SIZE | WIDTH | HEIGHT |
|---------------------------|--------|---------|
| Full Page Bleed | 8.25" | 11" |
| Full Page Live | 7.75" | 10.5" |
| 1/2 Horizontal | 7" | 4.8125" |
| Quad Square (1/3 SQ) | 4.5" | 4.625" |
| Quad Vertical (1/3 V) | 2.125" | 9.375" |
| Triple Horizontal (1/3 H) | 6.875" | 2.25" |
| Triple Vertical (1/3 V) | 2.125" | 7.25" |
| Double Horizontal (1/6 H) | 4.375" | 2.25" |
| Double Vertical (1/6 V) | 2.125" | 4.75" |
| Single (1/12) | 2.125" | 2.25" |

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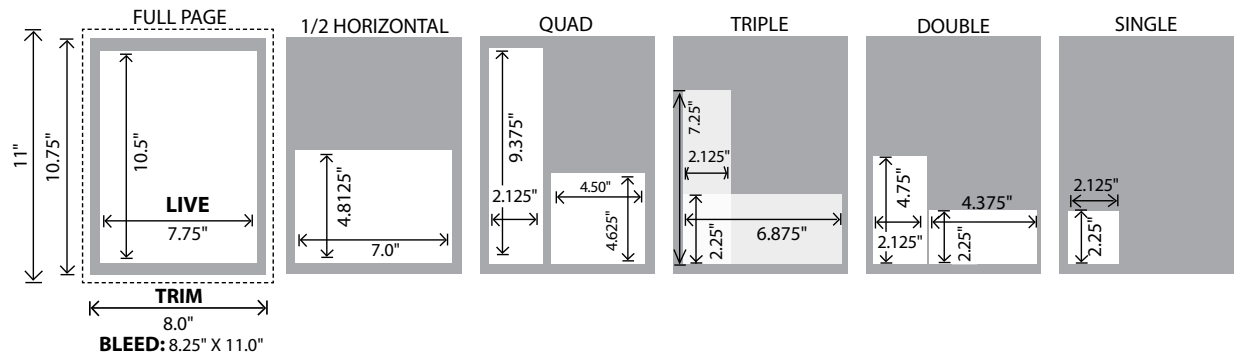
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EDITORIAL CALENDAR

OUTDOOR CANADA

MARCH/APRIL 2018 [FISHING SPECIAL]

Fishing Hot Spots: Our annual roundup of the best places to fish across Canada. This year, we pair Canada's natural wonders with awesome fishing opportunities.

Best New Fishing Gear: Fishing Editor **Gord Pyzer** reviews the best new rods, reels, lures and much more for the year ahead. **Bonus:** Contributor **Wayne Phillips** reviews the top new fly-fishing gear.

Expert Fishing Guides: Fishing Editor **Gord Pyzer** and contributors share the best new tips, techniques, gear and more for catching numbers and sizes of Canada's favourite game fish.

Booking Close: January 23, 2018

MAY/JUNE 2018 [GEAR SPECIAL]

Best New Hunting Gear: Hunting Editor **Ken Bailey** selects the top new guns, loads, optics, apparel and much more for the year ahead. **Bonus:** Contributor **Brad Fenson** surveys the top new bowhunting gear for 2018.

Getting There Guide: Our popular annual buyer's guide of the best new boats, ATVs, side-by-sides, pick-up trucks and SUVs for anglers and hunters.

Turkey Time: Expert strategies, hot spots and more for hunting wild turkeys in the west and the east.

Spring Fishing Action: Expert strategies, hot spots and more for spring trout, walleye and more

Booking Close: March 14, 2018

JULY/AUGUST 2018 [ADVENTURE SPECIAL]

Tales of Adventure: An exciting, entertaining and educational collection of tales of adventure in the outdoors.

Outdoor Canada Photo Contest: Presenting the winning reader-submitted images from our annual fishing, hunting and great outdoors photo contest.

Booking Close: May 7, 2018

SEPTEMBER/OCTOBER 2018 [HUNTING SPECIAL]

Hunting Hot Spots: An all-new roundup of some of Canada's top hunting destinations for big game, small game, predators, upland birds and waterfowl.

Trophy Buck Guide: Field Editor, photographer and white-tailed deer expert **Mark Raycroft** shares his insights and strategies for hunting bruiser white-tailed bucks.

Expert Hunting Guides: Hunting Editor **Ken Bailey** and contributors share their best new tips, techniques, gear and more for pursuing big game, waterfowl, upland birds and more.

Fall Fishing Guide: Tactics, gear and hot spots for bass, trout, walleye and more

Booking Close: July 10, 2018

NOVEMBER/DECEMBER 2018 [BIG-GAME SPECIAL]

Big-Game Bonanza: Hunting Editor **Ken Bailey** and contributors explain how best to fill your freezer—and put a trophy mount on the wall. Discover the best firearms, loads, calls, tactics, apparel and more for hunting giant caribou, deer, elk, moose and more.

Last-Chance Lunkers: Fishing Editor **Gord Pyzer** and contributors share their late-season tactics for catching Canada's favourite sportfish.

*Booking Close:
September 11, 2018*

JANUARY/FEBRUARY 2019 [ICE-FISHING SPECIAL]

Ice-Fishing Guide 2018: In need of some fresh tricks for fooling winter fish? Fishing Editor **Gord Pyzer** reveals his latest secrets for hauling more of Canada's favourite sportfish through the ice. **Bonus:** Contributor **Cameron Tait** presents great fresh-fish meals you can make right out on the ice.

Winter Hunts: A roundup of hunting opportunities across the land during Canada's snowy months.

Booking Close: November 7, 2018

BC OUTDOORS

MARCH/APRIL 2018

Game Profile: Turkey, **New Products:** Hunting/Fishing, **Gun Review:** Weatherby Orion O/U 12 gauge shotgun, **Features:** Fishing the Skeena and Naas, Capilano Coho, Turkey Hunt, Avoid Black Bear Nightmares

Booking Close: January 23, 2018

MAY/JUNE 2018 [FISHING SPECIAL]

Cooking Rough: Fish Frittata, **Game Profile:** Cutthroat Trout, **New Products:** Fishing, Gun Review-Browning T Bolt, **Features:** Stoneflies, The Overlooked Char, Two Lakes to fish, Saltwater spot, Fresh Water Port Renfrew

Booking Close: March 14, 2018

JULY/AUGUST 2018

Cooking Rough: Lasagna, **Game Profile:** Saltwater TBD, **New Products:** Hunting/Fishing, **Gun Review:** Benelli Super Black Eagle 3, **Features:** Half Century of change, Wigwam/Michel Rivers, Mayflies of BC Streams, Pre-Rut Elk, Women's Fly Fishing Experience

Booking Close: May 7, 2018

SEPTEMBER/OCTOBER 2018 [HUNTING SPECIAL]

Game Profile: Blue Grouse, **New Products:** Hunting, **Gun Review:** Sauer Classic XT 100, **Features:** Getting the Jump on Mule Deer, Do-It-All 30 Calls, Air Guns, Meat that can't be Beat, Bare Shaft Tuning

Booking Close: July 10, 2018

NOVEMBER/DECEMBER 2018

Game Profile: Mountain Goat, **New Products:** Christmas Wish List, **Gun Review:** Winchester Coyote Light, **Features:** Women In the Industry, Hatcheries Pros and Cons, High Tech Hunting, Selecting a Fishing Trip

Booking Close: September 11, 2018

JANUARY/FEBRUARY 2019

Cooking Rough: Salmon Jerky, **Game Profile:** Brook Trout, **New Products:** Hunting/Fishing, **Gun Review:** Gunwerks RevX, **Features:** Gear Fishing, Winter Chinook, Squamish Coho, Follow the Dot, Shotgunning, Conservancy Trust, Hooks and Bullets-Mussel Sniffing Dogs

Booking Close: November 7, 2018