

# OUTDOOR GROUP MEDIA

**SPORTSMAN** CANADA  
**CHANNEL**

Outdoor  
Canada

**BC**  
Outdoors



REACHING CANADIAN ANGLERS AND HUNTERS

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

3 MILLION PEOPLE IN CANADA FISH AND 2.7 MILLION HUNT/SPORT SHOOT

# HOW TO REACH ALL CANADIAN ANGLERS & HUNTERS

## TELEVISION

### SPORTSMAN CHANNEL CANADA

- 650,000 household subscribers
- 83% of available Canadian shows are exclusive to Sportsman Channel Canada with over 90 programs in total (CDN & U.S.)
- available to 9.5 million households through our key distribution partners across Canada

## PRINT

### OUTDOOR CANADA | BC OUTDOORS

- total readership of over 900,000
- six issues annually
- 100% paid circulation & top seller on newsstands across Canada

## DIGITAL

### OUTDOORCANADA.CA | BCOUTDOORSMAGAZINE.COM

- 92,000 unique visitors combined
- over 200,000 monthly impressions available
- 20,000 combined e-newsletter subscribers

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

**3 MILLION PEOPLE IN CANADA FISH AND 2.7 MILLION HUNT/SPORT SHOOT**



# WHO OUR AUDIENCE IS...



## HUNTERS 96%

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

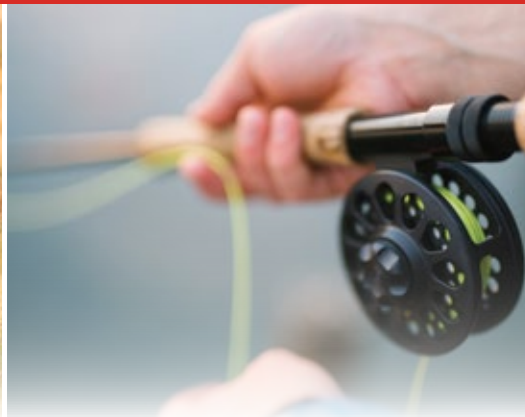
## ANGLERS 85%

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

## CAMPERS 88%

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





## OPTION 1

### Block Sponsorship – 3 hr block

- Opening message: 1 per show = 6
- Commercials: 2 per show= 12 total
- Promotional Drivers: 50
- Run of Network (ROS) Commercials: 50 spots
- Weekly total delivery: 118 spots

**Total for 13 week Quarter: 13 x 118 = 1,534**

**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**

**SPORTSMAN**  
CHANNEL

## 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 NATIONAL RATES & DIMENSIONS

2020 NET RATES - CANADIAN DOLLARS

## OUTDOOR CANADA & BC OUTDOORS COMBINED

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

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%

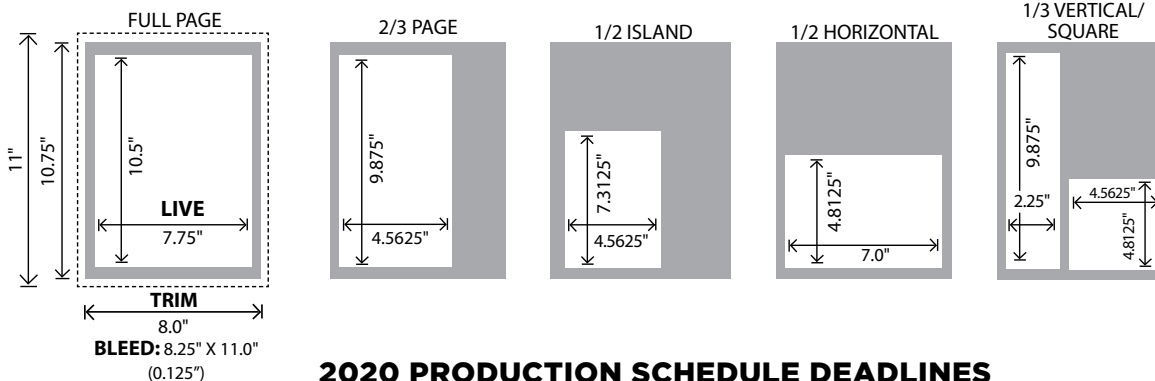
## BC OUTDOORS

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"



## OUTDOOR CANADA UPLOAD INSTRUCTIONS



**AdDirect:** Visit the AdDirect homepage to take a tour on how to upload your ad using the preflight portal system. [adirect.sendmyad.com](http://adirect.sendmyad.com)

**Outdoor Canada: Karen Evans**  
Email: karen.evans@blueantmedia.com  
Phone: 416-599-2000 ext. 291

## BC OUTDOORS UPLOAD INSTRUCTIONS

**WeTransfer** for files over 10MB  
**BC Outdoors: Iva Zima**  
Email: production@outdoorgroupmedia.com  
Phone: 604-559-6154

## 2020 PRODUCTION SCHEDULE DEADLINES

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

# PRINT U.S. NATIONAL RATES & DIMENSIONS

2020 NET RATES - US DOLLARS

## OUTDOOR CANADA & BC OUTDOORS COMBINED

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

Covers/Premium Positions: +15%

## OUTDOOR CANADA

SIZE	1X	3X	6X
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

Covers/Premium Positions: +15%

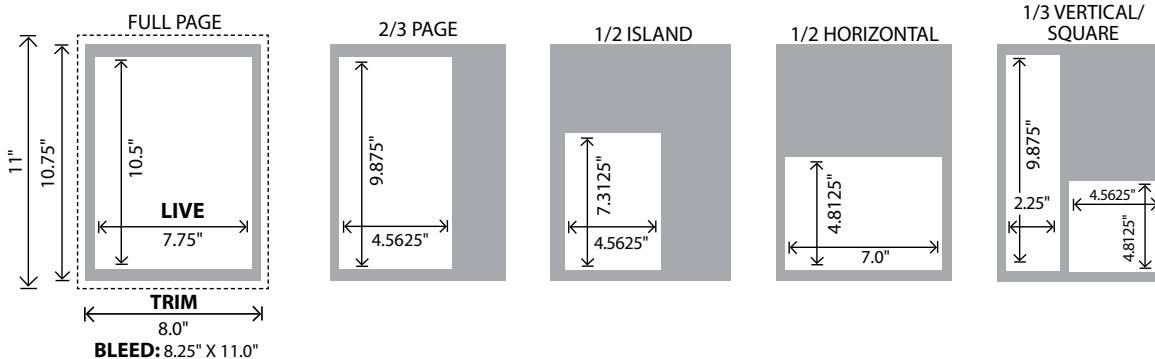
## BC OUTDOORS

SIZE	1X	3X	6X
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

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"
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SEPT/OCT (HUNTING SPECIAL)	17-JUL	24-JUL	24-JUL	19-AUG	24-AUG
NOV/DEC	18-SEP	25-SEP	25-SEP	21-OCT	26-OCT
JAN/FEB	13-NOV	20-NOV	20-NOV	16-DEC	21-DEC

# 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
1/6 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"

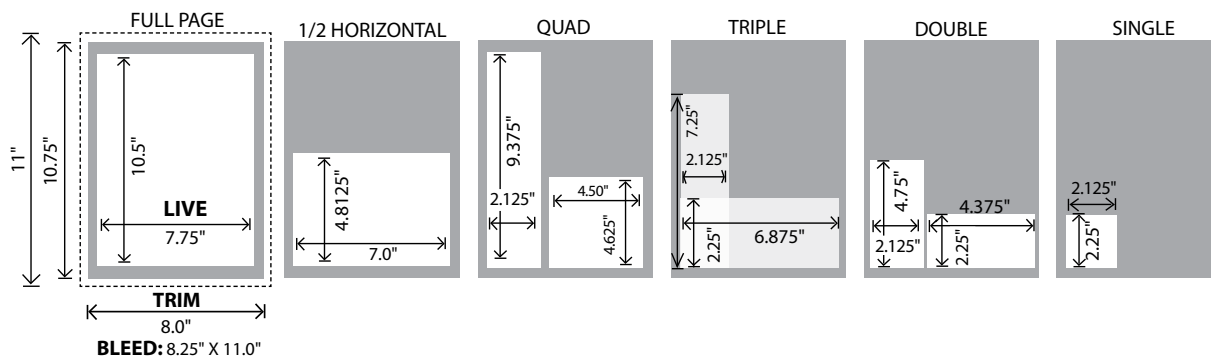
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SEPT/OCT (HUNTING SPECIAL)	17-JUL	24-JUL	24-JUL	19-AUG	24-AUG
NOV/DEC	18-SEP	25-SEP	25-SEP	21-OCT	26-OCT
JAN/FEB	13-NOV	20-NOV	20-NOV	16-DEC	21-DEC



## Outdoor Canada

### MARCH/APRIL 2020 (FISHING SPECIAL)

**TV Star Hot Spots:** We ask the hosts of the Sportsman Canada Channel's fishing TV shows to share their favourite destinations across Canada to catch trout, salmon, walleye, pike, panfish, bass and much more.

**Top New Tackle:** Fishing Editor **Gord Pyzer** rounds up the best new rods, reels, lures and much more for 2020's open-water season. **Bonus:** Contributor **Wayne Phillips** reviews the top new fly-fishing gear.

**Pro Fishing Primers:** Fishing Editor **Gord Pyzer** and our stable of expert fishing contributors reveal the latest tips, techniques, gear and more for tackling Canada's favourite gamefish.

*Booking Close:* January 17, 2020

### MAY/JUNE 2020

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

**Hunting's Best New Gear:** Hunting Editor **Ken Bailey** surveys the year's top new rifles, shotguns, loads, optics, apparel and much more for hunting in Canada. **Bonus:** Contributor **Brad Fenson** rounds up the best new bowhunting gear for 2020.

**ATV & Boat Buyer's Guide:** Our annual review of the top new boats, ATVs and side-by-sides for anglers and hunters.

*Booking Close:* March 13, 2020

### JULY/AUGUST 2020

**Canada's Top Outdoor Photography:** Presenting the very best images from our annual fishing, hunting and great outdoors photo contest.

**The Fish of Summer:** Fishing Editor **Gord Pyzer** and contributors share their cutting-edge tips, tricks and tactics for catching Canada's favourite summertime sportfish.

**Gearing Up:** With hunting season around the corner, Hunting Editor **Ken Bailey** explains how and why hunters should get their gear—and themselves—prepped for an action-packed fall.

*Booking Close:* May 15, 2020

### SEPTEMBER/OCTOBER 2020 (HUNTING SPECIAL)

**Big-Game Best Bets:** Retired fish and game biologist **Brian Harris** presents our annual forecast of Canada's hunting hot spots for whitetails, mule deer, elk, caribou, pronghorns, sheep, goats, bears, wolves and more.

**Trophy time:** Wildlife expert and photographer **Mark Raycroft** shares his latest field-tested tactics for hunting giant white-tailed bucks across Canada.

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

**Fall Fish Favourites:** Fishing Editor **Gord Pyzer** and contributors present all new tactics for tackling early-autumn trout, walleye, pike, bass and more.

*Booking Close:* July 17, 2020

### NOVEMBER/DECEMBER 2020

**Frosty Pursuits:** As winter progresses and temperatures continue to drop, it's time for big-game 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.

*Booking Close:* Sept. 18, 2020

### JANUARY/FEBRUARY 2021

**Hardcore Hardwater Guide:** Canada's top ice anglers join Fishing Editor **Gord Pyzer** to share their top tactics for catching lakereels, pike, panfish, walleye and more through the ice-all winter long.

**Cool Cuisine:** Planning to ice fish all day? Contributor **Cameron Tait** once again presents his wild fish and game recipes for tasty lunches right out on the hardwater.

**Ice-Cold Gear:** Our annual roundup of the best new rods, reels, lines, lures, apparel and more for ice fishing in Canada.

**Last-Chance Hunts:** Hunting Editor **Ken Bailey** and contributors provide an overview of the remaining hunting opportunities during Canada's winter months.

*Booking Close:* November 13, 2020

## BC Outdoors

### MARCH/APRIL 2020

**On The Range:** Author Mark Hoffman puts the Beretta A400 Xtreme Plus through its paces at the range, and shares the gun's pros and cons with readers.

**Fly Fishing:** In this issue, author Brent Gill shows readers how to improve their casting skills, and author Gillian Steele takes a look at the original fly fishing love story: the dry fly and its effectiveness for trout and steelhead.

**Turkeys In The Kootenays:** The Kootenays is a popular destination for turkey hunters, and the area offers three seasons. Author Mark Hoffman will inform readers of what it takes to bag a turkey in this region.

**Smoke It:** With fish on the hook or a turkey in the bag, what do you do with it? Author Lowell Strauss will show readers how to build their own smoker and smoke their favourite game meats.

**In The Backcountry:** Technology is great, but what happens when it fails? To this end, author Mike Major will review the skills outdoorsmen and women need to have at their disposal if their GPS ever fails while in the backcountry, so they can get home safe when the technology isn't available to help them.

*Booking Close:* January 17, 2020

### MAY/JUNE 2020 (FISHING SPECIAL)

**All About Fishing:** This is the big fishing issue for BC Outdoors, and in this issue we'll cover: leader set-ups for fly fishing in streams; whether matching or not matching the hatch is the best approach; falling in love with trout fishing all over again; learning tenkara, a Japanese method of fly fishing; and we'll profile four BC lakes that are worth sinking your hook into, along with contour maps for each.

**A New Way To Fish:** Fly fishing from a standup paddle board is gaining in popularity, and author Brent Gill will show you what equipment works

best and give you some pointers for your first outing.

*Booking Close:* March 13, 2020

### JULY/AUGUST 2020

#### Hunting Season Is Fast

**Approaching:** With opening day for most game animals just around the corner, this issue of *BC Outdoors* will feature hunting articles to help you get ready, including a review by Mark Hoffman of Franchi's Momentum; author Duane Radford will give readers the tips and tricks they need to bag an elk during opening week; and author TJ Schwanky will walk readers through a check list to buy one rifle that suits many different functions.

**Fall Coho:** Author Tom Davis takes readers down the Juan de Fuca, showing them how to sink a hook into a wily coho.

**Trout Fishing:** Author Raeanne O'Meara will take readers trolling for lake trout on Francois Lake.

**City Fishing:** Sometimes it's easier to stay closer to home, and author Jason Tonelli will show readers how to go on a saltwater fishing trip not far from Vancouver.

*Booking Close:* May 15, 2020

### SEPTEMBER/OCTOBER 2020 (HUNTING SPECIAL)

**All About Hunting:** This is the hunting issue for *BC Outdoors*, and as such we have a line-up of hunting articles for our readers. TJ Schwanky will review a dog pack from Hurtt, with the help of his trusty pack dog, Jet. Author Mark Hoffman takes his Christensen Arms Mesa to the range and shares its pros and cons with our readers. When it comes to hunting know-how, we have you covered with an article on decoying deer from Gord Nuttall, hunting Shiras moose near Kelowna from Adrian Skok, and Raeanne O'Meara is going for upland birds in the Lake District.

**Fill Your Belly:** No one wants to be hungry during a hunting trip, and chef-

extraordinaire Linda Gabris will share her trail snack secrets with our readers.

**Hunting Forecast:** Has a harsh winter affected ungulate populations in your area? Has the upland bird population recovered from that last forest fire a few years ago? Where can you find the best predator hunting opportunities? We have all of that and more in Brian Harris' 2020 hunting forecast.

**Getting In & Getting Out:** Author Lowell Strauss puts his building skills to good use and helps our readers build an articulating ATV cart that will stand up to the rigors of backcountry travel.

*Booking Close:* July 17, 2020

### NOVEMBER/DECEMBER 2020

**The Gear You Need:** Outdoorsmen and women love gear, and we've got gear for you. Lowell Strauss will review the best cold-weather camo for those late-season hunts, as well as the best products for charging your electronics while you're out and about in the backcountry; Mark Hoffman shows readers what the Savage 110 High Country can do; and we'll have a Christmas buying guide for hunting and fishing, so Santa won't show up empty-handed.

**It's Cold Out Here:** Author Sylvia Schaap recounts a particularly chilly late-season hunt, and Ben Fougere gives our readers all the information they'll need to reel in some kokanee through the ice.

**Planning A Trip:** The best part about hiking into the backcountry on a fishing trip is the chance to escape the crowds and fishing in less-pressured waters. Author Kristy Webster will educate readers about preparing for a backcountry trip on Vancouver Island, as well as potential locations to try and regulations to consider.

*Booking Close:* September 18, 2019

### JANUARY/FEBRUARY 2021

*Booking Close:* November, 13 2020



# DIGITAL ADVERTISING

OUTDOOR CANADA & BC OUTDOORS

## WEB RATES & DIMENSIONS

### Standard Website Units:

Leaderboard (728x90)	<b>\$20</b> (CPM)
Big Box (300x250)	<b>\$20</b> (CPM)
Small Banner (468x60)	<b>\$20</b> (CPM)
Homepage takeover	<b>\$1,000</b> per day
Sponsored ROS category sections:	<b>\$30</b> CPM
Video Placement (600x250 for Leaderboard video - .mp4 file)	<b>\$35</b> (CPM)

## E-NEWSLETTERS

OC Subscribers ENewsletter: 17,000 subscribers  
 BCO Subscribers ENewsletter: 3,000 subscribers  
 Leaderboard (620x77)  
 Big Box 300 x 250  
 Runs twice per month - every other Wednesday  
 39% open rate  
**\$550** per e-newsletter

## OUTDOORCANADA.CA

Unique visitors monthly average: 85,000  
 Pageviews monthly average: 205,000  
 Facebook fans: 50,861  
 Twitter followers: 9,917  
 OC Instagram followers: 2,929  
 YouTube: 2.29K subscribers

## BCOUTDOORSMAGAZINE.COM

Unique visitors monthly average: 5,500  
 Pageviews monthly average: 8,800  
 Facebook fans BCO Sport Fishing TV page: 4,534  
 Twitter followers: 1,930  
 BCO Instagram followers: 5,157

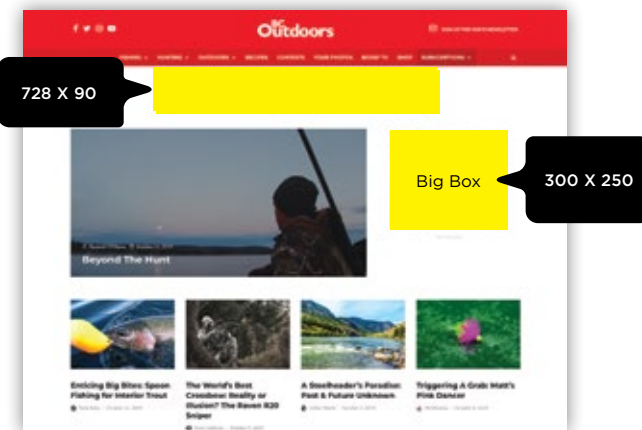
## SPECIALTY OPTIONS

### Integrated Content

Integrated content relating to brand/product. max. 500 words  
**\$800**

### Contest

Includes: Button on homepage, entry page on website set up, data base entries  
**\$2,500**



## CREATIVE DELIVERY

### Email to:

cly@opmediagroup.ca

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

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