

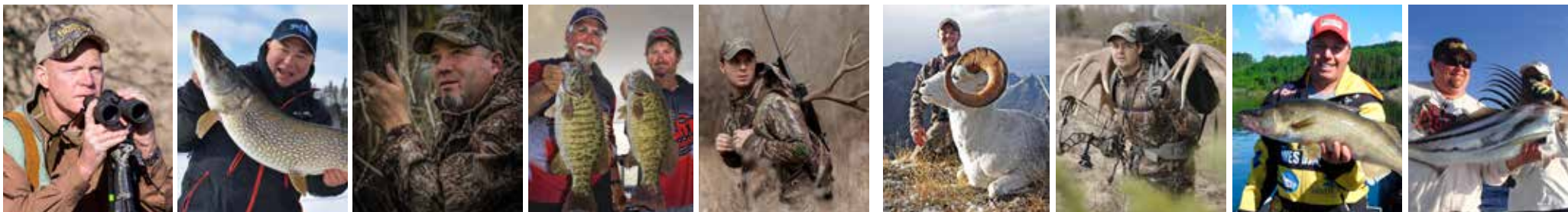
OUTDOOR GROUP MEDIA

CANADA **SPORTSMAN** **CHANNEL**

CANADA'S #1 HUNTING AND FISHING NETWORK



2020 MEDIA KIT



SPORTSMAN CHANNEL CANADA

- Sportsman Channel honours Canada's Outdoor lifestyles and offers a blend of top Canadian and U.S. hunting, shooting and fishing shows.
- Our promotional marketing partners are a driving force in promoting NEW viewers to our channel; Outdoor Sportsman Group, Outdoor Canada and BC Outdoors magazines and websites, Western Canada's Wildlife Federations. (Fish & Game Clubs)
- Top-rated exclusive programs, including: Jim Shockey's Hunting Adventures; Driven TV; Bob Izumi's Real Fishing Show; Canada in the Rough; Heartland Bowhunter; Michael Waddell's Bone Collector; Rob Dunham's Magnum Reloaded; Live 2 Hunt; In Fisherman TV... *and many more (full lineup available on request).*

FAST FACTS

A recent survey of 10,000 Canadian hunters/shooters & anglers said:

- **68%** choose Sportsman Channel Canada as their #1 hunting and Fishing Network
- **65%** prefer to watch one outdoor channel
- **60%** said the high amount of new Canadian content is the reason they prefer Sportsman Channel.
- **60 (83%)** of the shows produced in Canada are exclusive to Sportsman Channel.
- **84%** cite the ability to view exclusive Canadian content in conjunction with top US programs as the reason they prefer Sportsman Channel Canada
- **95%** do NOT PVR their hunting/fishing programs, preferring to watch in real time.
- **68%** also want to see a diversity of brands/products and view advertising as a valuable part of Sportsman Channel.

*Source: TN Marketing Survey;
10,000 respondents June 22nd, 2019

DISTRIBUTION PARTNERS

Bell TV
Citywest Cable
COGECO
Eastlink
MTS Allstream
SaskTel
Shaw
Source Cable
TELUS Communications
WTC - Westport

MARKETING PARTNERS

- Outdoor Group Media
- Outdoor Canada
 - BC Outdoors
-
- Show Hosts and their Social Media
 - Western Canada's Wildlife Federations
 - Trade / Consumer Shows



OUR AUDIENCE

Our viewers are seasoned sportsmen and women, who are individuals engaged in **Hunting, Shooting, Fishing, ATVing** and a variety of **Outdoor Activities**.

HUNTERS 96%

- 94% hunt big game
- 62% hunt waterfowl & upland game
- 56% own 1+ dogs
- 30% bowhunt
- 63% target/sport shoot
- 69% hunt 14+ days/year

ANGLERS 85%

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

CAMPERS 88%

- 64% own a camper/trailer
- 94% own a pick up or SUV
- 30% own a canoe
- 38% own an ATV

Male: 65%

Female: 35%

Average Age: 45-55



PROGRAMMING CONTENT: 70% HUNTING, 25% FISHING, 5% ATV AND ADVENTURE



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

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

