

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

3.5 MILLION PEOPLE IN CANADA FISH AND 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 900,000
- six issues annually
- 100% paid circulation & top seller on newsstands across Canada

DIGITAL

OUTDOORCANADA.CA | BCOUTDOORMAGAZINE.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

3.5 MILLION PEOPLE IN CANADA FISH AND 3.4 MILLION HUNT/SPORT SHOOT



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 2021

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 2021

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 2021

Source: TN Marketing Survey, 2020
(Outdoor Canada/BC Outdoors/Sportsman Channel)





Sportsman Channel Rates

OPTION 1

Block Sponsorship – 3 hour 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
CANADA
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

2021 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%

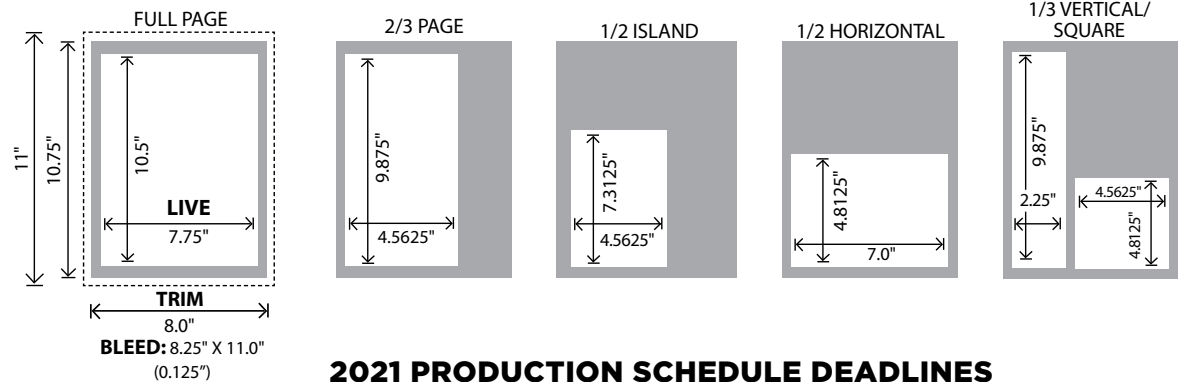
BC OUTDOORS

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"



WHERE SHOULD I SEND MY CREATIVE?



WeTransfer for files over 10MB

or email directly to:

Iva Zima

Email: production@outdoorgroupmedia.com

Phone: 604-559-6154

2021 PRODUCTION SCHEDULE DEADLINES

ISSUE	SPACE CLOSE	ARTWORK DUE DATE	INSERTS DUE	MAIL DATE	NEWSSTAND DATE
MAR/APRIL (FISHING SPECIAL)	15-JAN	22-JAN	22-JAN	17-FEB	22-FEB
MAY/JUNE	12-MAR	18-MAR	18-MAR	14-APR	19-APR
JULY/AUG	14-MAY	21-MAY	21-MAY	16-JUN	21-JUN
SEPT/OCT (HUNTING SPECIAL)	15-JUL	23-JUL	23-JUL	18-AUG	23-AUG
NOV/DEC	17-SEP	24-SEP	24-SEP	20-OCT	25-OCT
JAN/FEB	12-NOV	19-NOV	19-NOV	15-DEC	20-DEC

PRINT U.S. NATIONAL RATES & DIMENSIONS

2021 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%

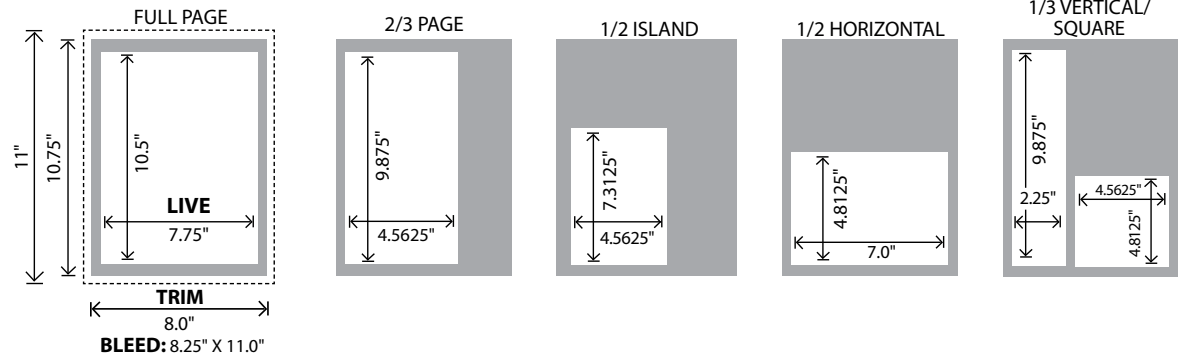
BC OUTDOORS

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"
1/3 Square	4.5625"	4.8125"
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NOV/DEC	17-SEP	24-SEP	24-SEP	20-OCT	25-OCT
JAN/FEB	12-NOV	19-NOV	19-NOV	15-DEC	20-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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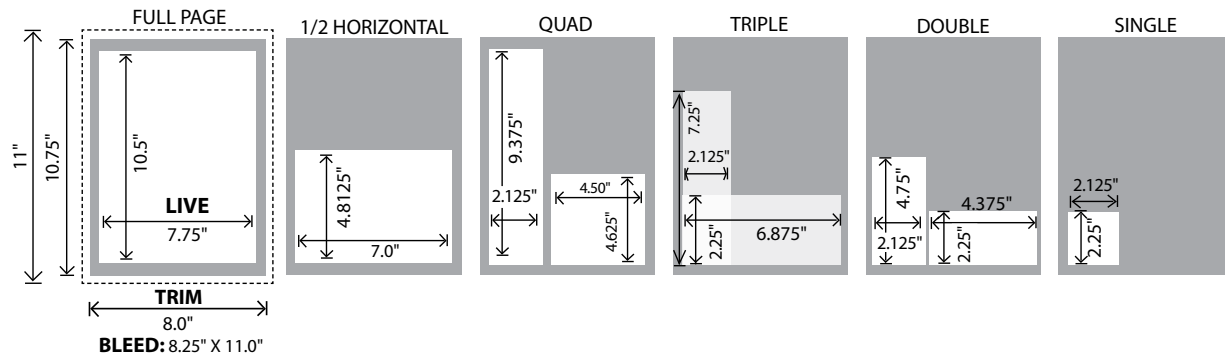
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SEPT/OCT (HUNTING SPECIAL)	15-JUL	23-JUL	23-JUL	18-AUG	23-AUG
NOV/DEC	17-SEP	24-SEP	24-SEP	20-OCT	25-OCT
JAN/FEB	12-NOV	19-NOV	19-NOV	15-DEC	20-DEC

Outdoor Canada

MARCH/APRIL 2021 (FISHING SPECIAL)

Canada's Best Fishing Holes:

Our annual roundup of the very best destinations across the country to catch numbers and sizes of walleye, trout, salmon, bass, panfish, northern pike and much more.

Top Tackle Guide: Fishing Editor **Gord Pyzer** rounds up the best new rods, reels, lures and much more for 2021's open-water season. **Bonus:** Contributor **Wayne Phillips** reviews the top new fly-fishing gear.

Fish Like an Expert: Fishing Editor **Gord Pyzer** and our roster of pro sportfishing contributors share their top tips, techniques, gear suggestions and more for catching your share of Canada's favourite gamefish.

The Old Man: Long-time contributor **Kevin Van Tighem** presents his heartfelt reflections on the changing nature of one of Alberta's famed trout rivers.

Booking Close: January 15, 2021

MAY/JUNE 2021

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 much more for hunting in Canada. **Bonus:** Contributor **Brad Fenson** rounds up the best new bowhunting gear for 2021.

Getting There Guide: Our annual buyer's guide of the top new boats, ATVs and side-by-sides designed for the needs of anglers and hunters.

Booking Close: March 12, 2021

JULY/AUGUST 2021

Outdoor Photography at its Best:

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

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

Ten Years of Beauchene: Last summer amid the COVID-19 pandemic, Editor **Patrick Walsh** and his three fishing buddies kept alive their 10-year tradition of getting away from it all at Quebec's famed Beauchene Wilderness. A photo retrospective.

Booking Close: May 14, 2021

SEPTEMBER/OCTOBER 2021 (HUNTING SPECIAL)

Hunting TV Star Hot Spots: We ask the hosts of the Sportsman Canada Channel's hunting programs to share their favourite places to hunt big game, waterfowl, upland game birds and more.

Big-Game Forecast: Retired fish and game biologist **Brian Harris** presents our annual national survey of hunting opportunities for whitetails, mule deer, elk, caribou, pronghorns, sheep, goats, bears and more.

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

Expert 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.

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

Booking Close: July 15, 2021

NOVEMBER/DECEMBER 2021

Last-Chance Hunts: 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.

Late-Fall Fishing Frenzy: With the open-water fishing season soon over, Fishing Editor **Gord Pyzer** and contributors share their late-autumn tactics for tackling Canada's top sportfish.

Booking Close: September 17, 2021

JANUARY/FEBRUARY 2022

Ice Fishing's Best: Canada's top ice anglers join Fishing Editor **Gord Pyzer** to share their expert techniques for catching lakereels, pike, panfish, walleye and more through the ice—all winter long.

Shorelunch on Ice: Contributor and pro chef **Cameron Tait** once again presents his wild fish and game recipes for preparing tasty lunches right out on the hardwater.

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

Winter Pursuits: Hunting Editor **Ken Bailey** and contributors provide an overview of hunting opportunities during Canada's winter months.

Booking Close: November 12, 2021

BC Outdoors

MARCH/APRIL 2021

Pack Dogs: Man's best friend can be a valuable asset on your next hunting adventure, helping you pack in your gear, or helping you pack out meat when you punch your tag. Author **TJ Schwanky**, with the help of his faithful pack dog, Jet, will look at what it takes to train and utilize a pack dog.

Getting into Bow Hunting: Has the idea of bow hunting always been intriguing to you? Do you want that feeling of creeping in close to your quarry for that fatal shot? Author **Vanessa Harrop** tells you all of the ins and outs to get started as a bow hunter.

Gun Review: Author and gun expert, **Mark Hoffman**, will review the Nosler Model 48 Long Range Carbon .27 Nosler rifle and Vortex Razor HD AMG 6-24x50 scope.

All About Kokanee: Kokanee fishing has a dedicated following in BC, and author **Mike Ramsay** will tell you everything you need to know about kokanee stocking projects, how to find them and how to fish for them.

Booking Close: January 15, 2021

MAY/JUNE 2021 (FISHING SPECIAL)

Swinging For Chinook: Author and expert fishing guide, **Derek Botchford**, lets you in on all the secrets of spey fishing for chinook salmon.

Fishing On Hot Summer Days: Each season, each day, in fact, brings its own unique fishing challenges. Author **Brian Chan** will help you navigate the fishing waters when it comes to casting a line on those long, hot summer days - a beautiful day for getting out in the boat, but the heat can make the fish hard to locate.

Where To Start On An Unfamiliar Lake: So you've decided to venture out to a new lake for your next fishing adventure.

But where are the fish? Author **Tom Johannessen** can help you narrow down the likely spots you'll find fish on any new lake.

Booking Close: March 12, 2021

JULY/AUGUST 2021

Pack Horses: Ask any mountain hunter, and they'll tell you that pack horses are the unsung heroes of the hunting world, lugging gear and provisions in and out of camp, bringing downed game back home for the hunters in the party. Author **TJ Schwanky** is a long-time mountain hunter, with plenty of experience leading a pack line.

Port Renfrew Fishing: Add Port Renfrew to your bucket list of fishing destinations. Author **Dennis Reid** will review the likely fishing spots in the area, and there are plenty of places to stay in town if you want to establish a home base and explore.

Gun Review: Author **Mark Hoffman** will be reviewing the Browning A5 Sweet Sixteen 16-gauge shotgun, just in time for you to grab one before waterfowl season starts!

Booking Close: May 14, 2021

SEPTEMBER/OCTOBER 2021 (HUNTING SPECIAL)

Bowhunting For Birds: Take your hunting adventures to the next level by utilizing your bowhunting skills for birds. Author **Gord Nuttall** will illustrate what you need to get started, and how to effectively hunt birds with a stick and a string.

Utilizing Organ Meats: If you're interested in utilizing every part of the game you've hunted, you no longer need to be afraid of the organs! Author and chef extraordinaire, **Linda Gabris**, will show you how to handle and prepare organ meats, and serve them up as delicious table fare.

Hunting Forecast 2021: Author **Brian Harris** will review the latest year and how it has affected game species across BC, and where the most lucrative hunting locations are likely to be found.

Booking Close: July 15, 2021

NOVEMBER/DECEMBER 2021

Christmas Wish List: Leave this issue out on the coffee table for the members of your household to see, and they'll be able to find lots of excellent Christmas ideas! Check out this article by **Mark Hoffman** and **Lowell Strauss** to find all of the new gear you didn't know you needed.

Wilderness First Aid: It's one thing to pack a first aid kit with you on your hunting adventures, but do you really know how to use it if disaster were to strike? In this article, author **Tim Fowler** showcases courses in BC you can take to help you learn wilderness first aid - a must-do for anyone that spends time in the outdoors.

All About The Bullet: Tales of bullet failures abound on hunting message boards, but the truth is, it's typically not the bullet that failed but rather the hunter failed in selecting the proper bullet for the conditions being hunted. This article by **TJ Schwanky** details the ins and outs of hunting bullets and how to select the one best suited to your needs.

Booking Close: Sept 17, 2021

JANUARY/FEBRUARY 2022

Booking Close: November 12, 2021

DIGITAL ADVERTISING

OUTDOOR CANADA & BC OUTDOORS

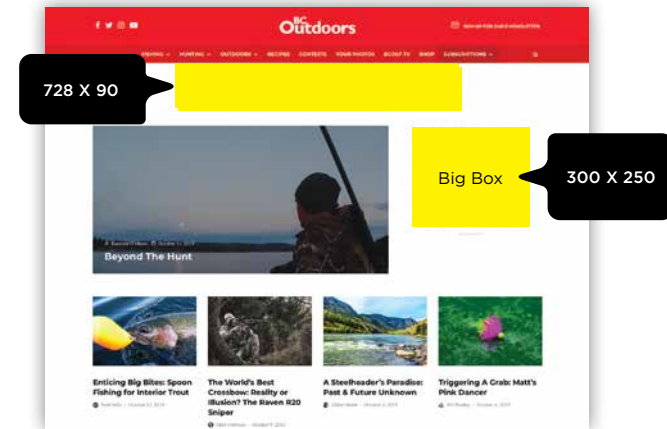
WEB RATES & DIMENSIONS

Standard Website Units:

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

E-NEWSLETTERS

OC Subscribers ENewsletter: 21,000 subscribers
 BCO Subscribers ENewsletter: 4,000 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: 131,521
Pageviews monthly average: 308,700
Facebook fans: 50,256
Twitter followers: 10,300
OC Instagram followers: 5,796
YouTube: 2.6K subscribers

BCOUTDOORSMAGAZINE.COM

Unique visitors monthly average: 10,977
Pageviews monthly average: 16,955
Facebook fans: 2,726
Twitter followers: 1,896
BCO Instagram followers: 8,495

BCO SPORT FISHING TV

Facebook fans: 5,127
Twitter followers: 1,896
Instagram followers: 7,236
BCOSF TV YouTube: 5.15K subscribers

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

WHERE SHOULD I SEND MY CREATIVE?



Email to: Christine Ly

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