

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



DIGITAL

outdoorcanada.ca bcoutdoorsmagazine.com

- **75,750** unique visitors combined
- Over **160,000** monthly impressions available
- **48,250** 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 2023



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 2023



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 2023

SPORTSMAN CHANNEL RATES

SPORTSMAN
CHANNEL

Outdoor
Canada

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Outdoors

OUTDOOR
GROUP
MEDIA

OPTION 1

Block Sponsorship - 3 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 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



PRINT NATIONAL RATES & DIMENSIONS

EFFECTIVE JANUARY 2023, CANADIAN NET RATES



OUTDOOR CANADA & BC OUTDOORS COMBINED

Covers/Premium Positions: **+15%**

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

OUTDOOR CANADA

Covers/Premium Positions: **+15%**

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

BC OUTDOORS

Covers/Premium Positions: **+15%**

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

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"



WHERE SHOULD I SEND MY CREATIVE?

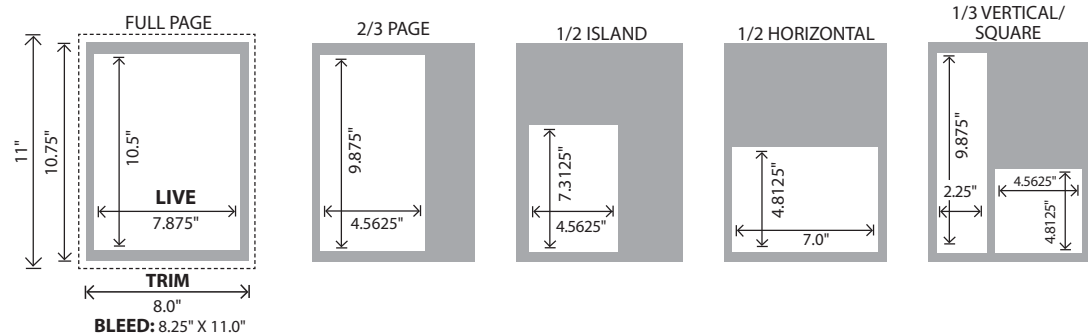
WeTransfer for files over 10MB

or email directly to:

Michaela Ludwig

Email: production@outdoorgroupmedia.com

Phone: 604-559-6154



2023 PRODUCTION SCHEDULE DEADLINES

ISSUE	SPACE CLOSE	ARTWORK DUE DATE	INSERTS DUE	MAIL DATE	NEWSSTAND DATE
MAR/APRIL (FISHING SPECIAL)	20-JAN	30-JAN	30-JAN	22-FEB	27-FEB
MAY/JUNE	17-MAR	27-MAR	27-MAR	19-APR	24-APR
JULY/AUG	19-MAY	29-MAY	29-MAY	21-JUN	26-JUN
SEPT/OCT (HUNTING SPECIAL)	14-JUL	24-JUL	24-JUL	16-AUG	21-AUG
NOV/DEC	15-SEP	25-SEP	25-SEP	18-OCT	23-OCT
JAN/FEB (2024)	10-NOV (2024)	20-NOV (2024)	20-NOV (2024)	13-DEC (2024)	18-DEC (2024)

PRINT U.S. NATIONAL RATES & DIMENSIONS

EFFECTIVE JANUARY 2023, NET RATES - US DOLLARS



OUTDOOR CANADA & BC OUTDOORS COMBINED

Covers/Premium Positions: **+15%**

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

OUTDOOR CANADA

Covers/Premium Positions: **+15%**

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

BC OUTDOORS

Covers/Premium Positions: **+15%**

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

DIMENSIONS

SIZE	WIDTH	HEIGHT
Full Page Bleed	8.25"	11"
Full Page Live	7.875"	10.5"
2/3 Vertical	4.5625"	9.875"
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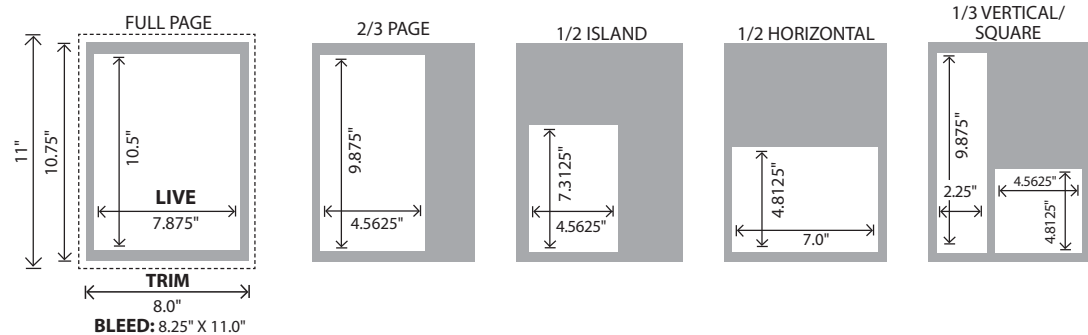
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SEPT/OCT (HUNTING SPECIAL)	14-JUL	24-JUL	24-JUL	16-AUG	21-AUG
NOV/DEC	15-SEP	25-SEP	25-SEP	18-OCT	23-OCT
JAN/FEB (2024)	10-NOV (2024)	20-NOV (2024)	20-NOV (2024)	13-DEC (2024)	18-DEC (2024)

CLASSIFIED RATES & DIMENSIONS

EFFECTIVE JANUARY 2023, NET RATES



(Great outdoors section rates)

SIZE	1X	3X	6X
B - 1/2 Page	\$2,900	\$2,525	\$2,150
C & D - 1/3 Page	\$1,995	\$1,730	\$1,475
E & F - 1/6 Page	\$1,060	\$920	\$785
G & H - 1/9 Page	\$860	\$750	\$635
I - 1/12 Page	\$550	\$500	\$475



(Retail Classified rates)

C & D - 1/3 Page	\$625	\$585	\$550
E & F - 1/6 Page	\$425	\$385	\$350
H - 1/9 Page	\$325	\$285	\$250



(Real Estate / Broker rates)

A - Full Page	\$850	-	-
B - 1/2 Page	\$550	-	-
C & D - 1/3 Page	\$450	-	-
E & F - 1/6 Page	\$250	-	-

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<p>Full Page</p> <p>A Live 7.875" X 10.5" Bleed 8.25" X 11"</p>	<p>1/2 Horizontal</p> <p>B 7" X 4.8125"</p>	<p>1/3 Vertical</p> <p>C 2.125" X 9.375"</p>	<p>1/3 Horizontal</p> <p>D 4.5" X 4.625"</p>	
<p>1/6 Vertical</p> <p>E 2.125" X 4.8125"</p>	<p>1/6 Horizontal</p> <p>F 4.8125" X 2.25"</p>	<p>1/9 Vertical</p> <p>G 2.125" X 3"</p>	<p>1/9 Horizontal</p> <p>H 4.375" X 2.25"</p>	<p>1/12 Horizontal</p> <p>I 2.125" X 2.25"</p>

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NOV/DEC	15-SEP	25-SEP	25-SEP	18-OCT	23-OCT
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MARCH/APRIL 2023 (FISHING SPECIAL)

Booking Close:
January 20, 2023

Fishing Hot Spots: Our yearly roundup of the very best destinations across Canada to tackle trophy walleye, trout, salmon, bass, northern pike and much more, complete with tips on tackle and tactics.

Top New Tackle: In this annual feature, Fishing Editor Gord Pyzer surveys the top new rods, reels, lures and much more for fishing in Canada. Bonus: Contributor Wayne Phillips selects the best new fly-fishing gear.

Expert Angler Tips: Fishing Editor Gord Pyzer and our talented team of expert sportfishing contributors share their top tips, techniques, gear suggestions and more for catching numbers and sizes of Canada's favourite gamefish.

MAY/JUNE 2023

Booking Close:
March 17, 2023

The Fish of Spring: From tackle options to top techniques, Fishing Editor Gord Pyzer reveals everything you need to know to have successful spring openers for trout and walleye.

Turkey Time: The latest tactics and gear for an exciting and successful springtime gobbler hunt.

Best New Hunting Gear: Hunting Editor Ken Bailey selects 2023's best new rifles, shotguns, loads, optics, apparel and much more for hunting in Canada. Bonus: Contributor Brad Fenson previews the best new bowhunting gear.

Top New Ride Guide: Our annual buyer's guide of the best new boats, ATVs and side-by-sides made for fishing and hunting in Canada.

JULY/AUGUST 2023

Booking Close:
May 19, 2023

Tales of Adventure: Great summer reading with our exciting collection of wild outdoor tales from anglers and hunters.

Outdoor Photography's 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.

SEPTEMBER/OCTOBER 2023 (HUNTING SPECIAL)

Booking Close:
July 14, 2023

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

Going for Big Bucks: Hunting Editor Ken Bailey shares his latest top tactics for hunting giant white-tailed deer across Canada.

Dream Moose Hunt: In words and pictures, long-time contributor Mark Raycroft explains how to organize the ultimate guided bull moose hunt in Canada's moose mecca of Newfoundland.

Expert Hunting Strategies: Our roster of pro contributors reveal their latest tips, techniques, gear recommendations and more for hunting big game, waterfowl, upland game birds and more.

NOVEMBER/DECEMBER 2023

Booking Close:
September 15, 2023

Last-Chance Hunts: As winter sets in, it's time for hunters to change their tactics. Hunting Editor Ken Bailey and our expert contributors explain how.

The Fish of Fall: 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.

Ram Obsession: Yukon outdoorsman Vern Peters recounts his lifelong love of sheep hunting, and how he has passed on that passion to his sons over the past 25 years.

JANUARY/FEBRUARY 2024

Booking Close:
November 10, 2023

Ice-Fishing Special: Fishing Editor Gord Pyzer and Canada's top ice anglers share their expert tactics for catching lakers, pike, panfish, walleye and more through the ice.

Frozen Food: Famished hardwater anglers will once again appreciate pro chef Cameron Tait's recipes for wild fish and game lunches.

Best New Hardwater Gear: Our annual survey of the season's top new rods, reels, lines, lures, apparel and more for ice fishing in Canada.

Winter Hunts: Hunting Editor Ken Bailey and our expert contributors share their suggestions for hunting opportunities over Canada's winter months.

MARCH/APRIL 2023

Booking Close:
January 20, 2023

Bowhunting: Author Tim Fowler will take readers along on his journey where he learns how to start hunting with a bow.

GPS Collars: When using dogs, it's a hunter's worst nightmare when you come back to camp one dog short. Lowell Strauss will review GPS collars for hunting dogs.

Droptail Nymphing: Author and avid fly fisherman Danie Erasmus will look at the dos and don'ts of this unique fly-fishing technique.

MAY/JUNE 2023 FISHING ISSUE

Booking Close:
March 17, 2023

Gear Round Up: New to BC Outdoors, author Jason Brooks will compile a list of awesome products for gear fishermen.

Jigging For Kokanee: There's more than one way to catch a fish. Kokanee expert Ben Fougere will detail jigging for this fine sportfish.

Chum Fishing: Author Teddy Cosco went on a fishing excursion with Sea Beyond Adventures and here he'll show off gorgeous photos and all of the details from his trip.

JULY/AUGUST 2023

Booking Close:
May 19, 2023

Gun Review: Mark Hoffman takes the Benelli Ultralite 12-gauge shotgun through its paces for readers.

Gear Round Up: Tom Davis will profile several great products that saltwater fishermen shouldn't be without.

Fall Fly Fishing On Interior Lakes: Each day, month and season holds a different experience when it comes to fly fishing on interior lakes. Author Tom Johannesen will review the best flies, gear and tactics for stillwater fishing in the fall.

SEPTEMBER/OCTOBER 2023 HUNTING ISSUE

Booking Close:
July 14, 2023

Hunting Forecast: Author Michaela Ludwig looks at hunting prospects across BC for the 2023 hunting season. Which species have fared well? Which regions are seeing declines?

Shooting Better: Authors TJ Schwanky and Dave Ryder will look at tips and tricks to help you shoot better this hunting season - rifles and shotguns.

Gun Review: Just in time for hunting season, author Mark Hoffman will review the Browning Mountain Pro in 6.5 Creedmoor and the Zeiss Conquest V4 scope.

NOVEMBER/DECEMBER 2023

Booking Close:
September 15, 2023

Christmas Wish List: Hunting and fishing enthusiasts will want to dog-ear these pages of new products that you should hope to see under the Christmas tree.

Getting Started Ice Fishing: So you want to get into ice fishing? Author Ben Fougere can help with that. He'll explain what you'll need to get started and how to find your way around a frozen lake.

Rifle Add-Ons: Most rifles have a scope and a sling. But there's so much more! A ballistic turret, ammunition carrier, video camera - the list goes on. Author Al Voth details rifle accessories that can help with accuracy, comfort, functionality and enjoyment.

JANUARY/FEBRUARY 2024

Booking Close:
November 10, 2023

Gun Review: Author Mark Hoffman starts the year off with a review of the Stoeger XM1 .22 air rifle, a perfect fit for those wanting to shoot something light and fun.

Harvest Quotas: Tim Fowler will look at the science behind harvest quotas - who decides these numbers and what information do they rely on?

Optics Maintenance: New to BC Outdoors, author Justin Foster will take hunters through the steps to keep their optics in tip-top shape.

DIGITAL ADVERTISING

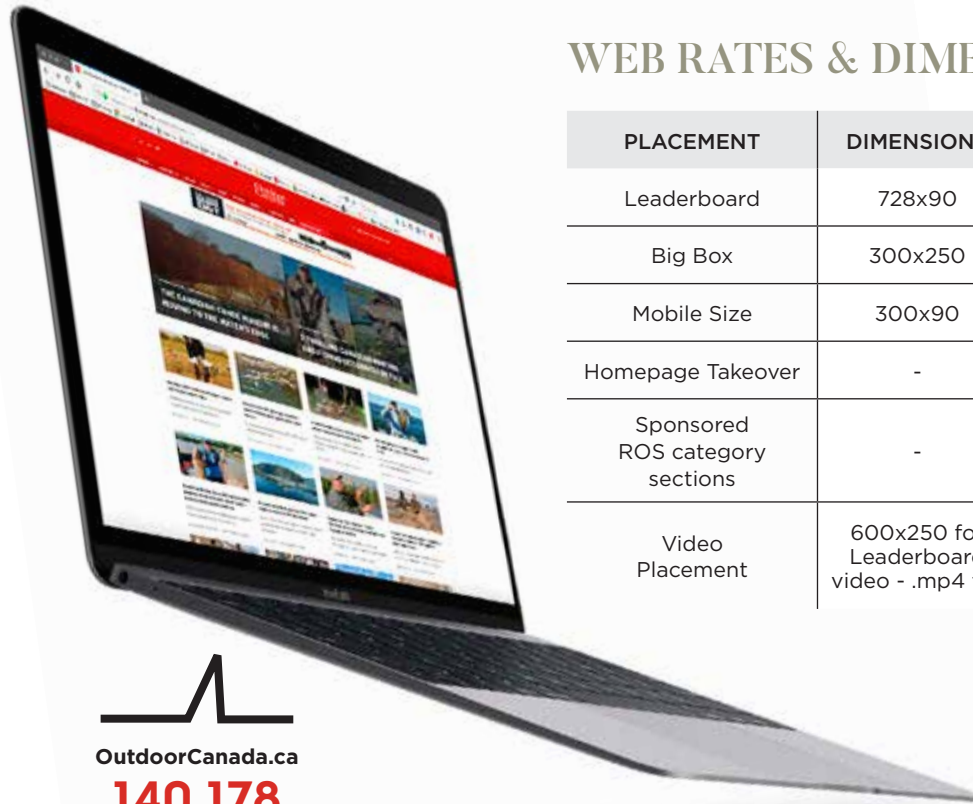
EFFECTIVE JANUARY 2023, NET RATES

SPORTSMAN
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OUTDOOR
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MEDIA



OutdoorCanada.ca

140,178

MONTHLY PAGEVIEW

WEB RATES & DIMENSIONS

PLACEMENT	DIMENSIONS	COST
Leaderboard	728x90	\$20 CPM
Big Box	300x250	\$20 CPM
Mobile Size	300x90	\$20 CPM
Homepage Takeover	-	\$1,000 per day
Sponsored ROS category sections	-	\$30 CPM
Video Placement	600x250 for Leaderboard video - .mp4 file	\$35 CPM

STATS

OUTDOORCANADA.CA

Unique visitors monthly average: **62,530**

Pageviews monthly average: **140,178**

Facebook fans: **49,900**

Twitter followers: **12,700**

OC Instagram followers: **8,880**

YouTube: **2,960 subscribers**

BCOUTDOORMAGAZINE.COM

Unique visitors monthly average: **13,226**

Pageviews monthly average: **19,512**

Facebook fans: **2,970**

Twitter followers: **1,857**

BCO Instagram followers: **11,400**

BCO SPORT FISHING TV

Facebook fans: **5,321**

Twitter followers: **1,470**

Instagram followers: **7,991**

BCOSF TV YouTube: **5,750 subscribers**

SPECIALTY OPTIONS

Influencer article

Max 500 words + 3 photos

\$1,000

Contest

Entry page set up, web & social media push promoting contest

\$2,500 and up

E-NEWSLETTERS

OC Subscribers ENewsletter: **28,026 subscribers**

BCO Subscribers ENewsletter: **8,930 subscribers**

Sportsman Canada ENewsletter: **11,298 subscribers**

Leaderboard (620x77)

Big Box (300 x 250)

Runs twice per month - every other Wednesday

39% avg open rate E-newsletters

\$550 per e-newsletter



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)

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