2019 MEDIA KIT

YOUR ONLY ANSWER TO REACHING ANGLERS & HUNTERS ACROSS CANADA

PAST

for 41 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 over 2 million readers!

FUTURE

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

NEW SPORTSMAN CHANNEL LAUNCHING JANUARY 2019

NEW FOR 2019!
WHY YOU SHOULD BE HERE...

TOTAL BRAND FOOTPRINT: 2.34 MILLION

**Sportsman Channel**

NEW FOR 2019!

NATIONWIDE REACH
- 9.5 MILLION HOUSEHOLDs!

1.6 Million Readership
66% Male
34% Female
45 Average reader age

658,000 Readership
53% Male
47% Female
34 Average reader age

Sportsman Channel is the leader in lifestyle TV for the Sportsman. Our outdoor TV shows include hunting, fishing and the shooting sports.

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

We offer premium brands with Award-winning and engaging content that provides 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...

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
- Average HH income - $86,670
**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)

**OUTDOOR CANADA E-NEWSLETTER**
E-newsletters: 12,000 subscribers
- Leaderboard (620x77)
- Big Box 300 x 250
- Runs twice per month - every other Wednesday
- 38.17% open rate
- $550 per e-newsletter

**OUTDOOR CANADA WEBSITE**
Unique visitors monthly average: 85,000
Pageviews monthly average: 205,000
Facebook fans: 50,181
Twitter followers: 9,361
Instagram followers: 1,745
YouTube: 1,893

**BC OUTDOORS WEBSITE**
Unique visitors monthly average: 8,170
Pageviews monthly average: 8,800
Facebook fans BCO Sport Fishing TV page: 3,968
Twitter followers: 1,969
Instagram followers: 1,324

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

**ARTICLE PAGE**

**E-NEWSLETTER**

**MATERIAL EMAIL TO:**
cly@opmediagroup.ca
- Please send 5 days business days prior to campaign dates
- Image (jpg, gif or png)
- File size less than or equal to 40K

https://opmediagroup.activehosted.com/index.php?action=social&chash=a4a042cf4fd6bfb47701cbc8a1653ada.212&nosocial=1

www.outdoorcanada.ca
www.bcoutdoorsmagazine.com

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Vancouver BC V6E 3Z3  -  604-428-0259

*OUTDOOR CANADA & BC OUTDOORS*
### SPECIALTY OPTIONS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DESCRIPTION</th>
<th>NET COST</th>
<th>VIEW EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Article</td>
<td>Includes leaderboard logo sponsorship of editorial column</td>
<td>$600</td>
<td><a 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</a></td>
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<tr>
<td>Integrated Content</td>
<td>Integrated content relating to brand/product. max. 500 words</td>
<td>$800</td>
<td><a href="http://www.outdoorcanada.ca/SARtechnologies">http://www.outdoorcanada.ca/SARtechnologies</a></td>
</tr>
<tr>
<td>Contest</td>
<td>Includes: Button on homepage, entry page on website set up, data base entries</td>
<td>$2,500</td>
<td><a href="http://www.outdoorcanada.ca/contest.php?id=81">http://www.outdoorcanada.ca/contest.php?id=81</a></td>
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All Specialty Options including content are at the discretion of the Editor only. Please contact a Sales Representative for further details.
**OUTDOOR CANADA**

**MARCH/APRIL 2019** (FISHING SPECIAL)

- Fishing Hot Spots: Our annual roundup of the very best places across Canada to catch trout, salmon, walleye, pike, panfish, bass and much more.
- 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 top new tips, techniques, gear and more for catching numbers and sizes of Canada's favourite game fish.
- Booking close: Jan. 29, 2019

**MAY/JUNE 2019**

- Where’s Walleye?: The latest tips, tricks and tactics for finding and catching springtime walleye.
- Trout Time: Everything our readers need to know to get ready for spring’s much-awaited trout opener.
- Turkey Secrets: Expert strategies, hot spots and more for hunting wild turkeys in both eastern and western Canada.
- Best New Hunting Gear: Hunting Editor Ken Bailey selects the top new rifles, shotguns, loads, optics, apparel and much more for the year ahead. Bonus: Contributor Brad Fenson surveys the top new bowhunting gear for 2019.
- Getting There Guide: Our annual buyer’s guide to the best new boats, ATVs and side-by-sides for anglers and hunters.
- Booking close: March 19, 2019

**JULY/AUGUST 2019**

- Tales of Adventure: An exciting, entertaining and educational collection of fishing and hunting tales of adventure and danger in the outdoors.
- Hot Tactics: Fishing Editor Gord Pyzer and contributors outline pro strategies for finding and catching Canada's favourite sportfish during the heat of summer.
- Outdoor Canada Photo Contest: Showcasing the winning reader-submitted images from our annual fishing, hunting and great outdoors photo contest.
- Booking close: May 14, 2019

**SEPTEMBER/OCTOBER 2019** (FISHING SPECIAL)

- Hunting Hot Spots: Our annual game forecast of Canada's top hunting destinations for big game, small game, predators, upland birds and waterfowl.
- Big Buck: Photographer and white-tailed deer expert Mark Raycroft offers his insights and strategies for hunting trophy bucks.
- Expert Hunting Guides: Hunting Editor Ken Bailey and contributors share their top new tips, techniques, gear and more for pursuing big game, waterfowl, upland birds and more.
- The Fish of Fall: Fishing Editor Gord Pyzer reveals his favourite fall secrets for tackling autumn trout, walleye, pike, bass and more.
- Booking close: July 16, 2019

**NOVEMBER/DECEMBER 2019** (FISHING ISSUE)

- Cold-Weather Hunts: Hunting Editor Ken Bailey and contributors share their late-fall secrets for putting game in the freezer.
- Last-Chance Lunkers: Fishing Editor Gord Pyzer and contributors share their late-season techniques for catching Canada's favourite sportfish.
- Booking close: Sept. 17, 2019

**BC OUTDOORS**

**MARCH/APRIL 2019** (HUNTING SPECIAL)

- Game Profile: Roosevelt Elk
- Game Profile: Spruce Grouse
- Game Profile: Chukar Partridge
- Cooking Rough: Fish Camp Cooking
- Sako Gun Review
- The Cutting Edge

**JULY/AUGUST 2019**

- Game Profile: Caribou
- Game Profile: Bison
- Cooking Rough: Parmesan-Lemon Burbot Fettuccini
- Game Profile: Snowshoe hare

**SEPTEMBER/OCTOBER 2019** (HUNTING SPECIAL)

- Game Profile: Snowshoe hare
- Game Profile: Caribou
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**MAY/JUNE 2019**

- Game Profile: Snowshoe hare
- Game Profile: Caribou
- Game Profile: Bison
- Game Profile: Snowshoe hare
- Game Profile: Snowshoe hare

**JANUARY/FEBRUARY 2019**

- Game Profile: Snowshoe hare
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**NOVEMBER/DECEMBER 2019**

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*All articles subject to potential cancellation or modification*