

2019 MEDIA KIT

YOUR **ONLY** ANSWER TO REACHING ANGLERS & HUNTERS ACROSS CANADA



**NEW
SPORTSMAN
CHANNEL
LAUNCHING
JANUARY
2019**



NEW FOR 2019!
SPORTSMAN CANADA
CHANNEL

**Outdoor
Canada**

**BC
Outdoors**

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!

WHY YOU SHOULD BE HERE...



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.

TOTAL BRAND FOOTPRINT: **2.34 MILLION**



PRINT : **1.6 MILLION**
DIGITAL: **658,000**

SOURCE: VIVIDATA Q1 2018



SPORTSMAN CANADA
CHANNEL

NEW FOR 2019!

NATIONWIDE REACH

9.5 MILLION HOUSEHOLDS!

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

PRINT

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

DIGITAL

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

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



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



www.outdoorcanada.ca



www.bcoutdoorsmagazine.com



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

ARTICLE PAGE

E-NEWSLETTER

SPECIALTY OPTIONS

TYPE	DESCRIPTION	NET COST	VIEW EXAMPLES
Sponsored Article	Includes leaderboard logo sponsorship of editorial column	\$600	<div data-bbox="1465 342 1619 526" style="position: absolute; top: -100px; left: 50%; transform: translate(-50%, -50%); background-color: red; color: white; border-radius: 50%; padding: 10px; text-align: center;">VIEW EXAMPLES</div> http://www.outdoorcanada.ca/The_ultimate_hunting_pack_40_things_you_need 
Integrated Content	Integrated content relating to brand/product. max. 500 words	\$800	http://www.outdoorcanada.ca/SARtechnologies 
Contest	Includes: Button on homepage, entry page on website set up, data base entries	\$2,500	http://www.outdoorcanada.ca/contest.php?id=81 

*All Specialty Options including content are at the discretion of the Editor only
Please contact a Sales Representative for further details*

EDITORIAL CALENDAR

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 (HUNTING 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

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

JANUARY/FEBRUARY 2019

Ice-Fishing Guide 2019: Fishing Editor Gord Pyzer asks hardwater angling's top experts to share their secret tactics for pulling Canada's favourite sportfish through the ice. **Bonus:** Contributor Cameron Tait presents his latest wild game and fish lunches for a day on the ice.

Frosty Pursuits: Hunting Editor Ken Bailey and contributors survey the hunting opportunities across the land during Canada's snowy months.

Booking close: Nov. 12, 2019

BC OUTDOORS

MARCH/APRIL 2019 (FISHING ISSUE)

- Six Caddis Flies For BC Streams
- Learning To Fish The Stillwaters Without An Indicator
- 2018 BC Wildfires
- Volunteers & Community Hatchery Programs Save Salmon Runs
- Field Judging Black Bears
- Fathers' Day Fishing Trip
- Marlin Gun Review
- Cooking Rough: Halibut With Pink Grapefruit
- Game Profile: Spruce Grouse

Booking Close: Jan. 29, 2019

MAY/JUNE 2019

- No Peeping
- The Cutting Edge
- Sako Gun Review
- Fly Fishing For Bull Trout
- Catching Kokanee
- Pacific Ling Cod
- Cooking Rough: Fish Camp Cooking - Trout Stuffed With Wild Onions And Raspberry Vinaigrette
- Game Profile: Roosevelt Elk

Booking Close: March 19, 2019

JULY/AUGUST 2019

- Spoon Fishing For Interior Trout
- Fishing Chironomids & Terrestrials In Streams
- Creating A European Skull Mount
- Binocular Basics
- Thompson River: Then & Now
- Ravin Crossbow Review
- Cooking Rough: Fish Camp Cooking - Wild Berry Desserts To Enjoy After A Day On The Water
- Game Profile: Chukar Partridge

Booking close: May 14, 2019

SEPTEMBER/OCTOBER 2019 (HUNTING ISSUE)

- Browning X-Bolt Pro Review
- Glassing - Tips & Tricks For Spotting Game
- Hunting Coast Mountain Mule Deer
- Low-Light Whitetails
- Stones Are Never Easy
- Hunting Forecast
- Cooking Rough
- Game Profile: Bison

Booking Close: July 16, 2019

NOVEMBER/DECEMBER 2019

- Vancouver Island Remote Salt Water Fishing
- Fly In Fishing Trip
- The Other Rimfires
- Beating The Goat Curse
- Save 110 Storm Gun Review
- Cooking Rough: Whole Salmon (Steelhead or Char) Baked In Foil
- Game Profile: Caribou

Booking Close: Sept. 17, 2019

JANUARY/FEBRUARY 2019

- Air Gun Revival
- Christensen Arms Ridgeline Gun Review
- Fishing Companies
- Reloading Basics
- Servicing Your Fly-Fishing Rods, Reels & Gear
- Cooking Rough: Parmesan-Lemon Burbot Fettuccini
- Game Profile: Snowshoe hare

Booking close: Nov. 12, 2019