EXPAND YOUR CANADIAN REACH TO HUNTERS AND ANGLERS

Nationwide reach to 9.5 million households across Canada
WHO WE ARE

• Since 2003, Sportsman Channel has been devoted to honouring the outdoor lifestyle and now brings exclusive programming to Canada.

• The network features entertaining and informative programming that showcases outdoor adventure, hunting and fishing, and illustrates it through unique and authentic storytelling.

• Outdoor Group Media partners with the proven leader, Outdoor Sportsman Group, providing advertisers with the single largest audience reach of hunters and anglers in Canada – 9.5 million households!

• A few of the top-rated, exclusive programs we will have in our line up: 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; The Canadian Tradition; In Fisherman TV

LAUNCH DATE
January 2019

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

MARKETING PARTNERS
Outdoor Sportsman Group
Outdoor Group Media
• Outdoor Canada
• BC Outdoors
OUR AUDIENCE

Our viewers are seasoned sportsmen and women, who are highly-active individuals that participate in Hunting, Fishing, ATVing and a variety of Outdoor Activities.

Male: 65%
Female: 35%
Average Age: 45-55

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

PROGRAMMING CONTENT: 70% HUNTING, 25% FISHING, 5% ATV AND ADVENTURE
OPTION 1
Themed Programming Blocks:
“Create your own themed primetime block”
• 3 hour block segments available (6 shows will air within a 3 hour block) i.e.: from 6pm - 9pm
• “Top Water Monday Nights is brought to you by...your brand”
• Each show in the 3 hours will be opened and closed with “You’re watching...” (your sponsored message)
• Each show in the 3 hours will have the sponsor’s commercials in each commercial break
• Additional promotional value: Each programming block will receive 50 promotional drivers each week: i.e.: “make sure you’re watching......Mondays from 6-9pm”
• Each programming block sponsor will also receive 50 ROS (run of site) commercial spots each week

PACKAGE OVERVIEW
Open and close with your message: 2 per show = 12
Commercials in show: 3 per show = 18 commercials
Promotional drivers: 50
ROS commercial spots: 50
Weekly total = 130
Total for 13 week quarter = 13 x 130= 1,690 spots
TOTAL INVESTMENT: $15,000

OPTION 2
Primetime Commercial Placements:
• Place your commercials in the best programming, within primetime show schedules
• i.e.: 6pm-midnight Monday-Sunday and *8am–noon Saturday and Sunday
COST: $30.00 PER 30 SECOND SPOT

OPTION 3
Run of site commercial buys:
• Commercials will be placed throughout our network schedule
• No prime selections/guarantees
COST: $10.00 PER 30 SECOND SPOT

We broadcast nationally to 9.5 million households

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