



2026 MEDIA KIT

OUR BRANDS



REACHING CANADIAN ANGLERS & HUNTERS

EFFECTIVE JANUARY 2026, NET RATES

OUR BRANDS

AUDIENCE



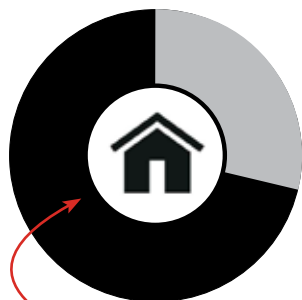
Male:
70%



Female:
30%



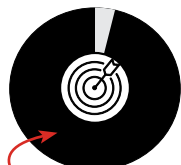
**Median
Age:**
51



**70%
OWN
HOMES**

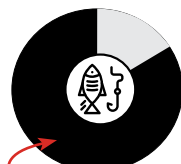


**Average
household
income**
\$75,000+



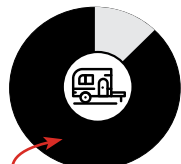
**96%
HUNT**

- 94%** hunt big game
- 62%** hunt waterfowl & upland game
- 56%** own 1+ dog
- 30%** bowhunt
- 63%** target/sport shoot



**85%
FISH**

- 58%** fish 14+ days/year
- 65%** own a powerboat
- 71%** own 5+ fishing rods
- 38%** own an ATV
- 47%** fly fish



**88%
CAMP**

- 64%** own a camper/trailer
- 94%** own a pick up or SUV
- 30%** own a canoe
- 69%** hunt 14+ days/year



DON'T MISS OUT ON
\$18.9 Billion
IN EXPENDITURES MADE BY
ANGLERS & HUNTERS

REACH ALL CANADIAN ANGLERS & HUNTERS



TELEVISION

**SPORTSMAN CHANNEL
CANADA**

- **700,000+** 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



DIGITAL

**OUTDOORCANADA.CA
BCOUTDOORMAGAZINE.COM**

- **59,327** unique visitors combined
- Over **118,048** monthly impressions available
- **51,312** combined E-newsletter subscribers



PRINT

**OUTDOOR CANADA
& BC OUTDOORS**

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



SHOW

BC OUTDOORS SHOW

- **March 13-15, 2026**
- Over **100** exhibitors
- **10,221** show attendees
- **112,000** Sq Ft of show space

PRINT RATES & DIMENSIONS

NATIONAL DISPLAY 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

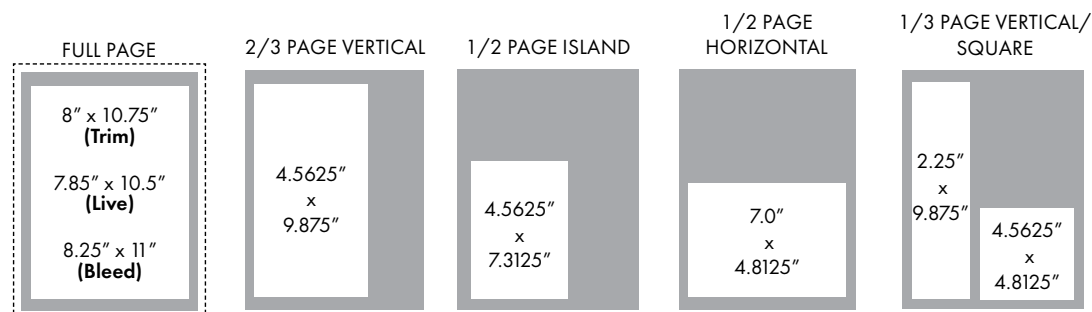
*Rates for 1X insertion. For additional sizing and rates please contact your sales rep.

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



PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	ARTWORK DUE DATE	MAIL DATE	NEWSSTAND DATE
JAN/FEB	7-NOV (2025)	14-NOV (2025)	10-DEC (2025)	15-DEC (2025)
MAR/APRIL (FISHING SPECIAL)	16-JAN	23-JAN	18-FEB	23-FEB
MAY/JUNE	20-MAR	27-MAR	22-APR	27-APR
JULY/AUG	15-MAY	22-MAY	17-JUN	22-JUN
SEPT/OCT (HUNTING SPECIAL)	17-JUL	24-JUL	19-AUG	24-AUG
NOV/DEC	18-SEP	25-SEP	21-OCT	26-OCT

U.S. PRINT NATIONAL RATES & DIMENSIONS



U.S. NATIONAL DISPLAY RATES

RATES IN U.S. 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	\$2,600
1/3 Page	\$1,465	\$1,325	\$1,225
1/6 Page	\$800	\$725	\$625
DPS	\$5,680	\$5,440	\$5,112

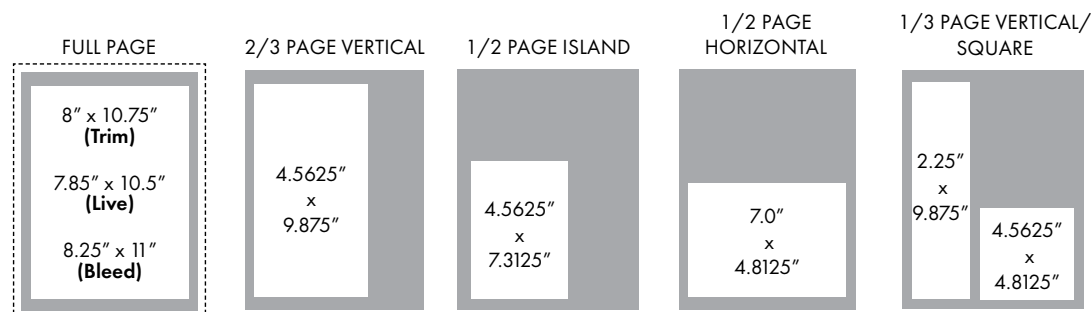
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SEPT/OCT (HUNTING SPECIAL)	17-JUL	24-JUL	19-AUG	24-AUG
NOV/DEC	18-SEP	25-SEP	21-OCT	26-OCT

CLASSIFIED ADVERTISING

CLASSIFIED RATES

RATES FOR 1X INSERTION

Outdoor
Canada

(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

BC
Outdoors

(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

BC
Outdoors

(Real Estate / Broker rates)

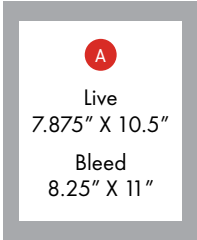
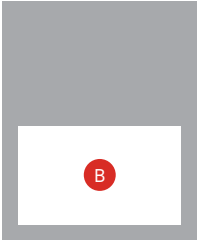
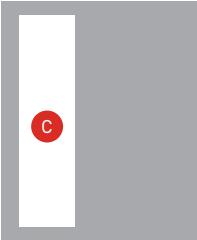
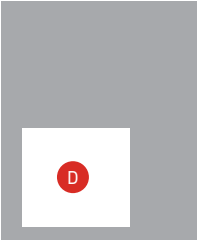
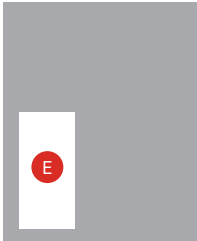
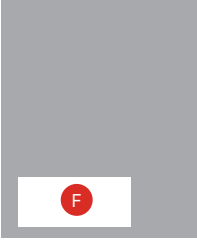
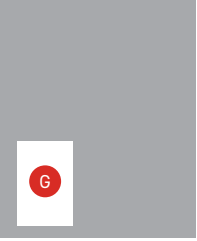
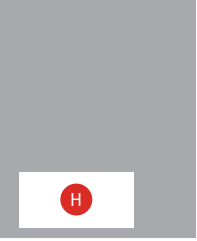
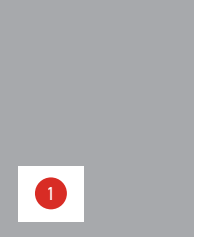
A - Full Page	\$850	-	-
B - 1/2 Page	\$550	-	-
C & D - 1/3 Page	\$450	-	-
E & F - 1/6 Page	\$250	-	-

* Rates for 1X insertion. For additional sizing and rates please contact your sales rep.

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DIMENSIONS

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1/6 Vertical  E 2.125" X 4.8125"	1/6 Horizontal  F 4.8125" X 2.25"	1/9 Vertical  G 2.125" X 3"	1/9 Horizontal  H 4.375" X 2.25"	1/12 Horizontal  I 2.125" X 2.25"

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EDITORIAL CALENDAR*



Outdoor Canada

JANUARY/FEBRUARY

Booking Deadline: November 7, 2025

Hardwater Action Guide: Top techniques for ice-fishing success.
Bonus: A roundup of the top new gear for ice fishing.

Belly Warmers: Four hearty wild game and fish dishes for the cold winter months.

Frosty Hunts: Expert contributors share their suggestions for hunting opportunities over Canada's winter.

MARCH/APRIL

(FISHING SPECIAL)

Booking Deadline: January 16, 2026

Hot Spots Guide: The best places to tackle Canada's favourite sportfish.

Top New Tackle: The best new rods, reels, lures and accessories.

River Monsters: A quest for gigantic northern pike.

The Lithium Question: Why more anglers are making the switch to lithium batteries.

MAY/JUNE

Booking Deadline: March 20, 2026

Spring Action Guides: Expert advice for catching springtime walleye and trout, and successfully hunting wild turkeys and black bears.

Top New Gear: A roundup of the best new hunting rifles, shotguns, loads, optics, apparel and more.

Bonus: The best new bowhunting gear for 2026.

JULY/AUGUST

Booking Deadline: May 15, 2026

Summer Fishing Guide: Secret strategies for catching Canada's favourite summertime sportfish.

Top Outdoor Photography: The awesome winning images from our annual fishing, hunting and great outdoors photo contest.

Lofty Goal: A quest to catch a Canadian Rockies Fishing Grand Slam in northern B.C.

SEPTEMBER/OCTOBER

(HUNTING SPECIAL)

Booking Deadline: July 17, 2026

Trophy Buck Guarantee: Tactics for hunting giant white-tailed bucks across Canada.

Pro Hunting Guides: Top tips for hunting big game, waterfowl, upland game birds and more.

Fall Fishing: All new tactics for tackling early-autumn fish across Canada.

NOVEMBER/DECEMBER

Booking Deadline: September 18, 2026

Cold Pursuits: Late-season hunting tactics for waterfowl and big game.

Last-Chance Fish: Our expert contributors reveal their favourite angling tactics for closing out the open-water season.

BC Outdoors

JANUARY/FEBRUARY

Booking Deadline: November 7, 2025

Getting Started: A guide to guns, ammunition and optics for that first hunt.

Spring Bears: Start your season early with a bear hunt.

Unwelcome Guests: How invasive species can affect BC waters.

Area Highlight: Saltwater fishing near Campbell River.

MARCH/APRIL

(FISHING SPECIAL)

Booking Deadline: January 16, 2026

Area Highlight: Saltwater fishing in the legendary Nootka Sound.

Fly Fishing Kamloops: Locations, tips and gear to make the most of your trip.

Netting A Kokanee: The top five setups to increase success.

Casting For Rainbows: All you need to know when it comes to fishing for rainbows on Shuswap Lake.

MAY/JUNE

Booking Deadline: March 20, 2026

Area Highlight: Saltwater fishing adventures near Port Hardy.

Coastal Exposure: Fly fishing for salmon around North Vancouver.

Tackling St. Mary's River: The author recounts a guided fly-fishing trip along St. Mary's River near Kimberley.

Fishing The Cariboo: Hit up these little-known hidden gems.

JULY/AUGUST

Booking Deadline: May 15, 2026

How Fast: Calculating terminal speed for arrows, bullets and bird shot.

Area Highlight: Saltwater fishing off the shores of Tofino and Ucluelet.

Saving The Chinook: Rebuilding populations of Upper Fraser River Chinook salmon.

Island Time: Fishing for steelhead on Vancouver Island.

SEPTEMBER/OCTOBER

(HUNTING SPECIAL)

Booking Deadline: July 17, 2026

Hunting Forecast: The outlook for the 2026 hunting season across the province.

Second Shot: Training for fast, successful follow-up shots.

Hunting Squirrels: They make the perfect first quarry for new hunters.

Raising A Hunting Dog: From puppy to devoted hunting partner.

NOVEMBER/DECEMBER

Booking Deadline: September 18, 2026

Affordable Ice Fishing Gear: Hardwater fishing doesn't have to be an expensive hobby.

More Ammunition, Faster: Tools and techniques for handloading.

Dams & Salmon Survival: Can dams help salmon survive climate warming?

Area Highlight: Saltwater fishing around Quatsino and Winter Harbour.



*All articles subject to potential cancellation or modification.

SOCIAL LIST OF PRICES PER PLATFORM

Social media post **\$350**

Instagram Story Post (24 hours) **\$250**

Contest give-away on Instagram & Facebook **\$500**
(min prize to supply \$150.00+)

WEBSITE RATES + OPTIONS

ROS website ads **\$20 CPM**
Ad sizes required: 300 x 250, 728 x 90,
and mobile size 300 x 90

Sponsored ROS sections **\$25 CPM**
Ad sizes required: 300 x 250, 728 x 90,
and mobile size 300 x 90

E-newsletter **\$550/each**

Advertorial content **\$1,000**
500 words max + 3 pics (client to supply)

COMBO BUYS

FULL PAGE BUNDLE

1X full page in *Outdoor Canada*,
80,000 impressions OC website, 3X social media posts
(story or post), 2X E-newsletters **\$10,499**

HALF PAGE BUNDLE

1X half page ad in *Outdoor Canada* or *BC Outdoors*,
50,000 impressions OC website, 2X social media posts,
1X E-newsletter **\$6,499**

THIRD PAGE BUNDLE

1X third page ad in *Outdoor Canada* or *BC Outdoors*,
30,000 impressions — OC website,
1X E-newsletter **\$4,995**

**all digital post creative to be supplied by advertiser.*

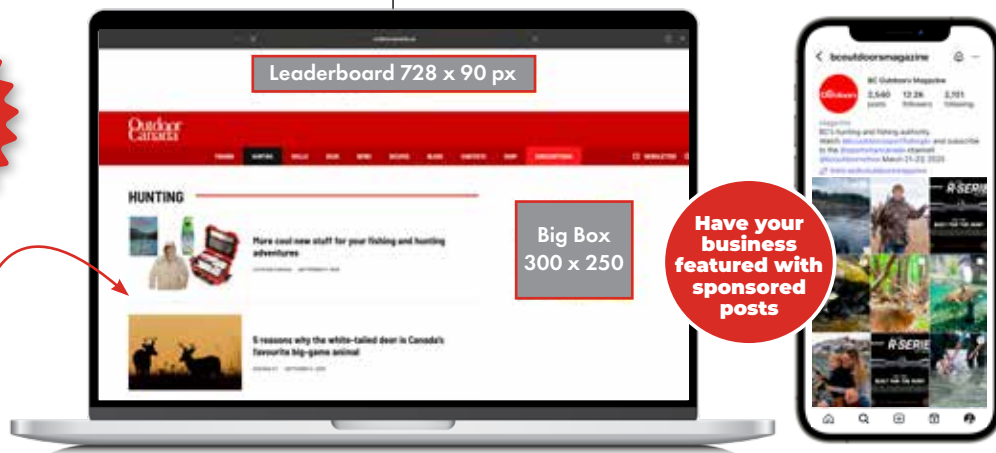
WHERE SHOULD I SEND MY CREATIVE?

Email to: **Mark Lapiy** digital@opmediagroup.ca

- Send 5 business days prior to campaign dates
- Image (jpg, gif or png)

CONTACT US
FOR A TAILORED
INTEGRATED
BRAND
CAMPAIGN

OutdoorCanada.ca
98,750
MONTHLY
PAGEVIEWS



STATS

OUTDOORCANADA.CA

Unique visitors monthly average: 36,250
Pageviews monthly average: 98,750
Facebook fans: 48,000
Followers on X: 10,700
OC Instagram followers: 10,300
YouTube: 3,060 subscribers

BCOUTDOORMAGAZINE.COM

Unique visitors monthly average: 8,187
Pageviews monthly average: 39,127
Facebook fans: 3,400
Followers on X: 1,828
BCO Instagram followers: 12,200
BCO YouTube: 7,460 subscribers

BCO SPORT FISHING TV

Facebook fans: 7,200
Followers on X: 1,768
Instagram followers: 8,237
BCOSF TV YouTube: 7,460 subscribers

E-NEWSLETTERS

OC Subscribers E-Newsletter: 24,200 subscribers
BCO Subscribers E-Newsletter: 8,100 subscribers
Sportsman Canada E-Newsletter: 9,298 subscribers
Leaderboard (728x90)
Big Box (300 x 250)
Runs twice per month — every other Wednesday
39.2% avg open rate E-Newsletters
\$550 per E-Newsletter

SPORTSMAN CHANNEL RATES



3.5 Million

PEOPLE IN CANADA
FISH

3.4 Million

PEOPLE IN CANADA
HUNT/SPORT SHOOT



1 MILLION +
VIEWS EVERY
FREE PREVIEW



AVAILABLE TO
13.5 MILLION +
HOMES

AVAILABLE ON ALL MAJOR NETWORKS



VIDÉOTRON

AND MORE

Please check with your Sales Representative to confirm all block sponsorships and prime-time commercial availabilities prior to bookings

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 schedule
- 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

EFFECTIVE JANUARY 2026, NET RATES