



2027 MEDIA KIT

OUR BRANDS



REACHING CANADIAN ANGLERS & HUNTERS

EFFECTIVE JANUARY 2027, NET RATES

OUR BRANDS

AUDIENCE



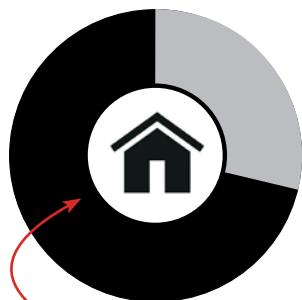
Male:
70%



Female:
30%



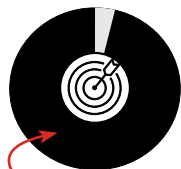
**Median
Age:**
51



**70%
OWN
HOMES**

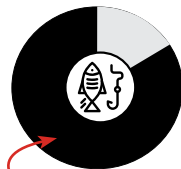


**Average
household
income**
\$75,000+



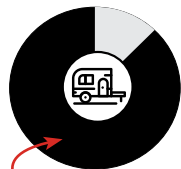
**96%
HUNT**

- 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

EFFECTIVE JANUARY 2027, NET RATES

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 12-14, 2027**
- 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

SIZE	1X
Full Page	\$9,500
2/3 Page	\$7,300
1/2 Page	\$5,500
1/3 Page	\$4,100
1/6 Page	\$2,350

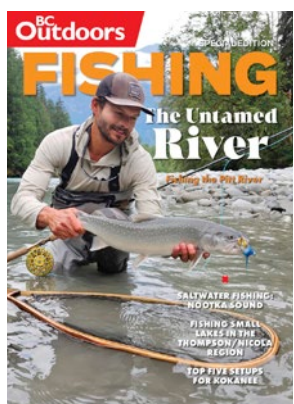
OUTDOOR CANADA

Full Page	\$6,700
2/3 Page	\$5,250
1/2 Page	\$4,500
1/3 Page	\$3,500
1/6 Page	\$2,000

BC OUTDOORS

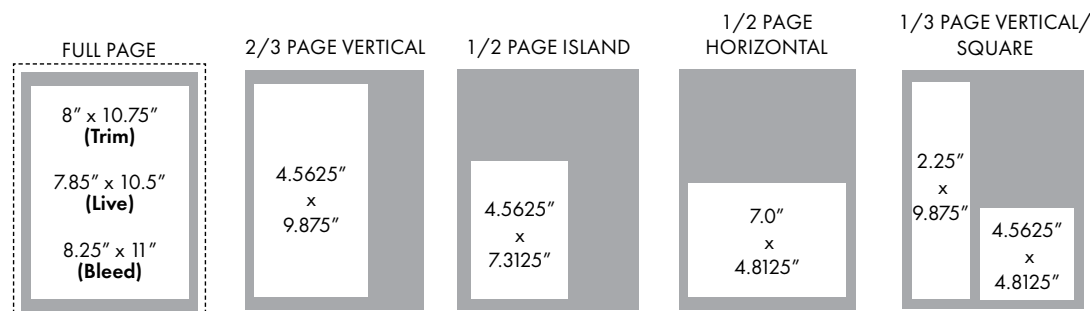
Full Page	\$4,405
2/3 Page	\$3,550
1/2 Page	\$2,890
1/3 Page	\$1,955
1/6 Page	\$1,055

Contact your rep for campaign options.
Discounts available upon frequency
Covers/Premium Positions: **+15%**



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"



PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	ARTWORK DUE DATE	MAIL DATE	NEWSSTAND DATE
JAN/FEB	13-NOV (2026)	20-NOV (2026)	16-DEC (2026)	21-DEC (2026)
MAR/APRIL (FISHING SPECIAL)	15-JAN	22-JAN	17-FEB	22-FEB
MAY/JUNE	19-MAR	26-MAR	21-APR	26-APR
JULY/AUG	21-MAY	28-MAY	23-JUN	28-JUN
SEPT/OCT (HUNTING SPECIAL)	16-JUL	23-JUL	18-AUG	23-AUG
NOV/DEC	17-SEP	24-SEP	20-OCT	25-OCT

Outdoor Canada

JANUARY/FEBRUARY

Booking Deadline: November 13, 2026

Hardwater Trout Guide: Pro jigging tactics for catching more lakereels and rainbows through the ice.

The Well-Equipped Ice Angler:

Our annual roundup of the best new gear for ice fishing.

Snow Days: Expert contributors share top suggestions for fishing and hunting opportunities over Canada's winter.

Winter's Larder: Harvesting rose hips, juniper berries, cranberries, usnea and pine pitch during the wintertime.

MARCH/APRIL

(FISHING SPECIAL)

Booking Deadline: January 15, 2027

Hot Spots Guide: Our annual guide to the ultimate destinations for tackling Canada's favourite sportfish.

Top New Tackle: The best new rods, reels, lures and accessories for 2027's open-water season.

Stripers Unlimited: The pros and cons of the exploding striped bass population in New Brunswick.

Best Bet Boats: Top new fishing boats from the top marine manufacturers.

MAY/JUNE

Booking Deadline: March 19, 2027

The Kings of Spring: Expert tips, tricks and tactics for hunting wild turkeys and black bears.

First Fish: Make the most of the springtime openers for walleye, northern pike, trout and more.

Top New Gear: The best new firearms, optics, apparel and more for hunting in Canada.

Off-Road Options: The top new ATVs and side-by-sides for Canadian anglers and hunters.

JULY/AUGUST

Booking Deadline: May 21, 2027

Hot Summer Action: Expert contributors reveal their hard-earned tips for tackling Canada's favourite summertime sportfish.

The Best Outdoor Photography: Winning images from our annual fishing and hunting photo contest.

Manitoba Monsters: Tackling the giant northern pike of Manitoba's remote Campbell Lake.

Best Bass Bait: The top smallmouth bait for pressured waters.

SEPTEMBER/OCTOBER

(HUNTING SPECIAL)

Booking Deadline: July 16, 2027

Trophy Whitetail Guide: Tactics for successfully hunting bruiser white-tailed bucks anywhere in Canada.

Expert Hunting Primers: The pros favourite tips for hunting big game, waterfowl, upland birds and more.

The Fish of Autumn: Techniques for tackling early-autumn fish.

A Matter of Taste: From the field to the table, how to prevent ruining the flavour of game meat.

NOVEMBER/DECEMBER

Booking Deadline: September 17, 2027

Frosty Finishes: End-of-season guarantees for hunting waterfowl and big game once winter arrives.

Before the Freeze: Experts reveal their top tactics for a successful end to the open-water season.

Moose Down East: Top reasons for Canadians to consider a guided moose-hunting adventure in Newfoundland.

The Making of a Deer Hunter: A guide to mentoring the next generation of whitetail hunters.

BC Outdoors

JANUARY/FEBRUARY

Booking Deadline: November 13, 2026

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 15, 2027

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 19, 2027

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 21, 2027

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 16, 2027

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 17, 2027

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.

DIGITAL OPTIONS PER PLATFORM

Social Media **\$600/per post**

Website **\$1000/month**

Newsletter **\$600/per**

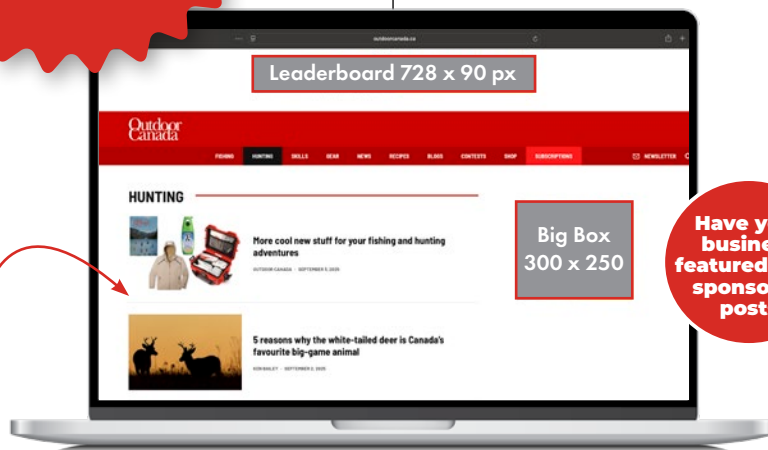
Web & Newsletter combo **\$2000/per month**

Sponsored online content **\$2000**

Contest **\$2500/per month**

**MAKE IT
A CAMPAIGN!**
ASK YOUR REP ABOUT
DISCOUNTED PRICING ON
AN ALL-PLATFORM
DIGITAL CAMPAIGN.

OutdoorCanada.ca
98,750
MONTHLY
PAGEVIEWS



COMBO BUYS

FULL PAGE BUNDLE

1X full page in *Outdoor Canada* or *BC Outdoors*,
2X e-newsletters, 1 month of web ads,
2 social posts **\$7,995**

HALF PAGE BUNDLE

1X half page ad in *Outdoor Canada* or *BC Outdoors*,
1X e-newsletter, 1 month of web ads,
2 social posts **\$5,750**

THIRD PAGE BUNDLE

1X third page ad in *Outdoor Canada* or *BC Outdoors*,
1X e-newsletter, 1 X social post **\$4,000**

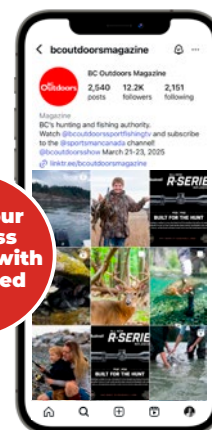
**all digital post creative to be supplied by advertiser.*

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)

Have your
business
featured with
sponsored
posts



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 – 6 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: $13 \times 218 = 2,834$

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**

FREE PREVIEW MARCH AND OCTOBER

Get even more exposure by booking during our free preview promotion. Talk to your rep for more information.

EFFECTIVE JANUARY 2027, NET RATES