



# 2025 MEDIA KIT

## OUR BRANDS



REACHING CANADIAN ANGLERS & HUNTERS

# OUR BRANDS

## HOW TO REACH ALL CANADIAN ANGLERS & HUNTERS



### TELEVISION

#### SPORTSMAN CHANNEL CANADA

- **650,000** 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



### PRINT

#### OUTDOOR CANADA & BC OUTDOORS

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



### DIGITAL

#### OUTDOORCANADA.CA BCOUTDOORSMAGAZINE.COM

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



### SHOW

#### OUTDOORS SHOW

- **March 21-23, 2025**
- Over **100** exhibitors
- **10,221** show attendees
- **112,000** Sq Ft of show space



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



## WHO OUR AUDIENCE IS...



### SHOOTING SPORTS

- 61%** are active target/sport shooters
- 60%** spend more than 10 days shooting per year
- 55%** are looking to buy shooting sports equipment in 2025



### FISHING

- 86%** fish
- 75%** fish more than 10 days per year
- 80%** freshwater fish
- 41%** fly fish
- 79%** are looking to buy fishing equipment in 2025



### HUNTING

- 83%** hunt
- 37%** hunt more than 10 days per year
- 40%** hunt upland game
- 22%** hunt waterfowl
- 85%** are looking to buy hunting equipment in 2025

Source: TN Marketing Survey, 2020  
(Outdoor Canada/BC Outdoors/Sportsman Channel)

# PRINT RATES & DIMENSIONS

## NATIONAL DISPLAY RATES

### OUTDOOR CANADA & BC OUTDOORS COMBINED

Covers/Premium Positions: **+15%**

SIZE	1X	3X	6X
Full Page	<b>\$13,175</b>	<b>\$12,500</b>	<b>\$11,900</b>
2/3 Page	<b>\$10,710</b>	<b>\$10,175</b>	<b>\$9,670</b>
1/2 Page	<b>\$8,500</b>	<b>\$8,075</b>	<b>\$7,670</b>
1/3 Page	<b>\$5,950</b>	<b>\$5,650</b>	<b>\$5,370</b>
1/6 Page	<b>\$3,195</b>	<b>\$3,025</b>	<b>\$2,880</b>
DPS	<b>\$22,000</b>	<b>\$20,995</b>	<b>\$19,975</b>

### OUTDOOR CANADA

Covers/Premium Positions: **+15%**

Full Page	<b>\$10,850</b>	<b>\$10,285</b>	<b>\$9,775</b>
2/3 Page	<b>\$8,880</b>	<b>\$8,440</b>	<b>\$8,015</b>
1/2 Page	<b>\$7,015</b>	<b>\$6,665</b>	<b>\$6,410</b>
1/3 Page	<b>\$4,960</b>	<b>\$4,710</b>	<b>\$4,460</b>
1/6 Page	<b>\$2,620</b>	<b>\$2,510</b>	<b>\$2,380</b>
DPS	<b>\$18,445</b>	<b>\$17,500</b>	<b>\$16,575</b>

### BC OUTDOORS

Covers/Premium Positions: **+15%**

Full Page	<b>\$4,405</b>	<b>\$4,165</b>	<b>\$3,995</b>
2/3 Page	<b>\$3,550</b>	<b>\$3,400</b>	<b>\$3,195</b>
1/2 Page	<b>\$2,890</b>	<b>\$2,805</b>	<b>\$2,600</b>
1/3 Page	<b>\$1,955</b>	<b>\$1,860</b>	<b>\$1,680</b>
1/6 Page	<b>\$1,055</b>	<b>\$1,005</b>	<b>\$840</b>
DPS	<b>\$7,350</b>	<b>\$7,000</b>	<b>\$6,600</b>

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

#### WHERE SHOULD I SEND MY CREATIVE?

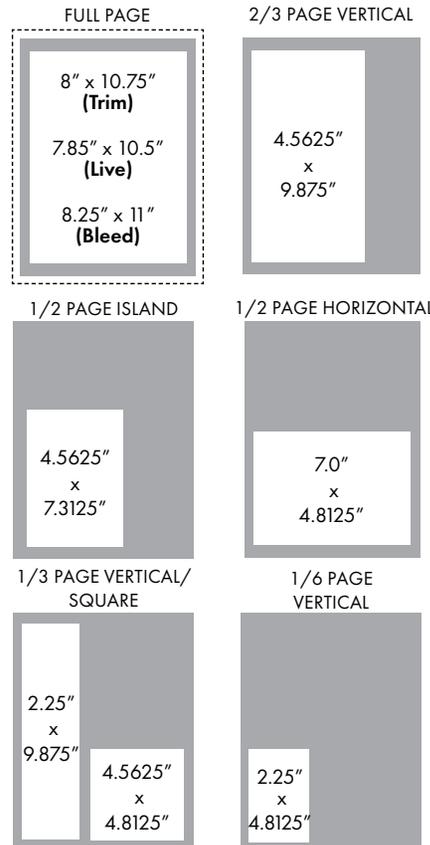
**WeTransfer** for files over 10MB or email directly to: **Michaela Ludwig**

**Email:** production@outdoorgroupmedia.com

**Phone:** 604-559-6154

## DISPLAY AD DIMENSIONS

(WIDTH X HEIGHT)



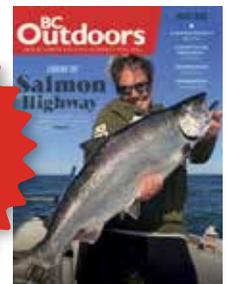
**Bleed** Full page + Double-page spread only 0.125"

## DIMENSIONS

SIZE	WIDTH	HEIGHT
Full Page Bleed	<b>8.25"</b>	<b>11"</b>
Full Page Live	<b>7.875"</b>	<b>10.5"</b>
2/3 Vertical	<b>4.5625"</b>	<b>9.875"</b>
1/2 Island	<b>4.5625"</b>	<b>7.3125"</b>
1/2 Horizontal	<b>7"</b>	<b>4.8125"</b>
1/3 Vertical	<b>2.25"</b>	<b>9.875"</b>
1/3 Square	<b>4.5625"</b>	<b>4.8125"</b>
1/6 Vertical	<b>2.25"</b>	<b>4.8125"</b>

## PRODUCTION SCHEDULE

ISSUE	ON SALE	DEADLINES
<b>JANUARY/FEBRUARY 2025</b>	December 16 to February 28*	Booking Deadline: <b>NOVEMBER 8, 2024</b> Material Deadline: <b>NOVEMBER 15, 2024</b> Mailing Date: <b>DECEMBER 11, 2024</b> Newsstand Date: <b>DECEMBER 16, 2024</b>
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# 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	<b>\$9,880</b>	<b>\$9,380</b>	<b>\$8,925</b>
2/3 Page	<b>\$8,035</b>	<b>\$7,605</b>	<b>\$7,250</b>
1/2 Page	<b>\$6,375</b>	<b>\$6,055</b>	<b>\$5,755</b>
1/3 Page	<b>\$4,465</b>	<b>\$4,250</b>	<b>\$4,030</b>
1/6 Page	<b>\$2,395</b>	<b>\$2,270</b>	<b>\$2,160</b>
DPS	<b>\$16,720</b>	<b>\$15,950</b>	<b>\$15,000</b>

### OUTDOOR CANADA

Covers/Premium Positions: **+15%**

Full Page	<b>\$8,130</b>	<b>\$7,700</b>	<b>\$7,330</b>
2/3 Page	<b>\$6,680</b>	<b>\$6,330</b>	<b>\$6,000</b>
1/2 Page	<b>\$5,260</b>	<b>\$4,995</b>	<b>\$4,690</b>
1/3 Page	<b>\$3,715</b>	<b>\$3,490</b>	<b>\$3,190</b>
1/6 Page	<b>\$1,960</b>	<b>\$1,845</b>	<b>\$1,645</b>
DPS	<b>\$14,000</b>	<b>\$13,300</b>	<b>\$12,590</b>

### BC OUTDOORS

Covers/Premium Positions: **+15%**

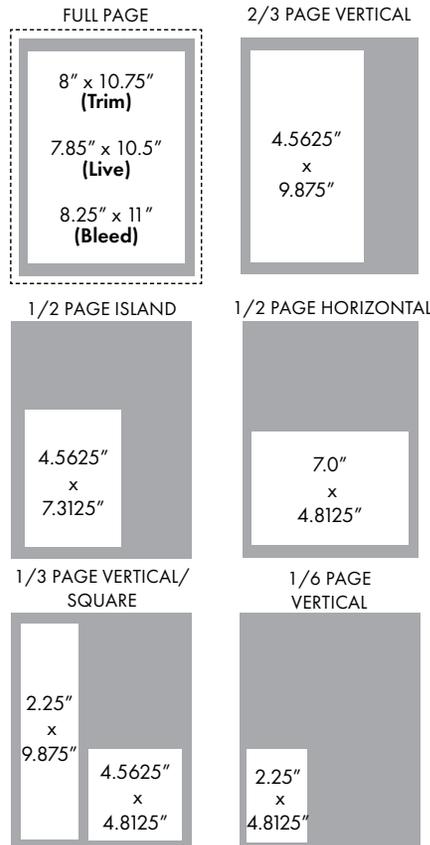
Full Page	<b>\$3,300</b>	<b>\$3,125</b>	<b>\$2,995</b>
2/3 Page	<b>\$2,660</b>	<b>\$2,550</b>	<b>\$2,395</b>
1/2 Page	<b>\$2,170</b>	<b>\$2,105</b>	<b>\$2,600</b>
1/3 Page	<b>\$1,465</b>	<b>\$1,325</b>	<b>\$1,225</b>
1/6 Page	<b>\$800</b>	<b>\$725</b>	<b>\$625</b>
DPS	<b>\$5,680</b>	<b>\$5,440</b>	<b>\$5,112</b>

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**WeTransfer** for files over 10MB or email directly to: **Michaela Ludwig**  
**Email:** production@outdoorgroupmedia.com  
**Phone:** 604-559-6154

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(WIDTH X HEIGHT)



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**CUSTOM PACKAGES AND PRICING AVAILABLE, CONTACT YOUR REP**



# CLASSIFIED ADVERTISING

## CLASSIFIED RATES

RATES FOR 1X INSERTION



(Great outdoors section rates)

SIZE	1X	3X	6X
<b>B</b> - 1/2 Page	<b>\$2,900</b>	<b>\$2,525</b>	<b>\$2,150</b>
<b>C &amp; D</b> - 1/3 Page	<b>\$1,995</b>	<b>\$1,730</b>	<b>\$1,475</b>
<b>E &amp; F</b> - 1/6 Page	<b>\$1,060</b>	<b>\$920</b>	<b>\$785</b>
<b>G &amp; H</b> - 1/9 Page	<b>\$860</b>	<b>\$750</b>	<b>\$635</b>
<b>I</b> - 1/12 Page	<b>\$550</b>	<b>\$500</b>	<b>\$475</b>



(Retail Classified rates)

<b>C &amp; D</b> - 1/3 Page	<b>\$625</b>	<b>\$585</b>	<b>\$550</b>
<b>E &amp; F</b> - 1/6 Page	<b>\$425</b>	<b>\$385</b>	<b>\$350</b>
<b>H</b> - 1/9 Page	<b>\$325</b>	<b>\$285</b>	<b>\$250</b>



(Real Estate / Broker rates)

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

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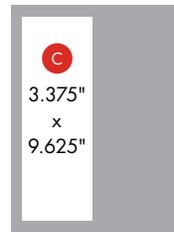
FULL PAGE



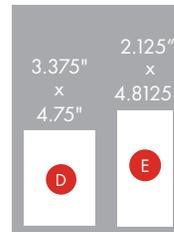
1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



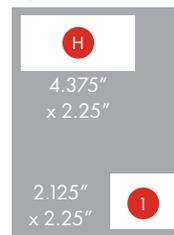
1/4 PAGE VERTICAL



1/4 PAGE VERTICAL



1/4 PAGE VERTICAL



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YOUR REP**

## Outdoor Canada

**JANUARY/FEBRUARY 2025**  
Booking Deadline: November 8 2024

**Hardwater Special:** Fishing Editor Gord Pyzer and Canada's top ice anglers share their top tips, tricks and techniques for catching Canada's favourite sportfish through the ice.

**Winter Warmers:** Professional chef Cameron Tait present four recipes for hearty fish and game dishes, the perfect comfort food for the cold winter months.

**Best New Hardwater Gear:** Our annual survey of the season's top new rods, reels, lines, lures, apparel and more for ice fishing in Canada.

**Winter Hunts:** Hunting Editor Ken Bailey and our expert contributors share their suggestions for hunting opportunities over Canada's winter months.

**MARCH/APRIL 2025**  
(FISHING SPECIAL)  
Booking Deadline: January 17, 2025

**Fish Like a Girl!:** We ask Canada's growing roster of accomplished female anglers to share their top fishing hot spots across the land.

**The Year's Best New Tackle:** Fishing Editor Gord Pyzer selects the top new rods, reels, lures and accessories for 2025's open-water season.

**Bonus:** A round up of the best new fly-fishing gear.

**Top Tactics:** Fishing Editor Gord Pyzer and our expert angling contributors offer their top tips, techniques, gear suggestions and more for catching Canada's favourite sportfish.

**MAY/JUNE 2025**  
Booking Deadline: March 21, 2025

**Spring into Action!** We present the latest expert tips, tricks and tactics for catching more walleye and trout, as well as successfully hunting wild turkeys and black bears this spring.

**All-New Hunting Gear Guide:** Hunting Editor Ken Bailey surveys the year's top new rifles, shotguns, loads, optics, apparel and more for hunting in Canada.

**Bonus:** A round up of the best new bowhunting gear for 2025.

**JULY/AUGUST 2025**  
Booking Deadline: May 16, 2025

**Summer Lunker Guide:** Fishing Editor Gord Pyzer and our expert angling contributors share their secret strategies for catching more of Canada's favourite summertime sportfish.

**Top Outdoor Photography:** We present the awesome winning images from our popular annual fishing, hunting and great outdoors photo contest.

**SEPTEMBER/OCTOBER 2025**  
(HUNTING SPECIAL)  
Booking Deadline: July 18, 2025

**Big Buck Guarantees:** Wildlife expert and photographer Mark Roycroft shares his latest top tactics for hunting giant white-tailed bucks across Canada.

**Expert Hunting Guides:** Hunting Editor Ken Bailey and contributors reveal their favourite tips and techniques for hunting big game, waterfowl, upland game birds and more.

**The Fish of Fall:** Fishing Editor Gord Pyzer and contributors present all new tactics for tackling early-autumn fish across Canada.

**NOVEMBER/DECEMBER 2025**  
Booking Deadline: September 19, 2025

**Frosty Pursuits:** With winter upon us, it's time for hunters to rethink their strategies. Hunting Editor Ken Bailey and contributors explain how.

**Last-Chance Fish:** Fishing Editor Gord Pyzer and contributors reveal their favourite angling tactics for closing out the open-water season.

## BC Outdoors

**JANUARY/FEBRUARY 2025**  
Booking Deadline: November 8 2024

**Gun Review:** BC Outdoors' resident firearms expert, Mark Hoffman, will review the Rocky Mountain .300 Win Mag rifle from Antler Arms and the Zeiss V6 2-12x50 scope.

**Hunting and fishing products:** In this issue, our writers will focus on new or popular predator hunting and ice fishing gear so readers can be well equipped for the season.

**Vancouver Island's Black-Tailed Deer:** Writer Timothy Fowler is investigating the clash of urban boundaries and the island's blacktail deer population, which don't always mix well.

**MARCH/APRIL 2025**  
Booking Deadline: January 17, 2025

**Making Sense Of Fish Senses:** BC Outdoors' writer Brian Harris shares his boundless animal knowledge and research skills to bring readers information about fish senses, which can help anglers improve their catch rates.

**The Scoop On Air Rifles:** Air rifles have seen a lot of advancements over the last few years and author Mark Hoffman will review the ins, outs and general information buyers should know when thinking about purchasing one of these fun firearms.

**Hunting Hares In BC:** Hunting hares is an excellent pastime and author Timothy Fowler will educate readers on where and when to find hares and the best way to butcher and cook them after a successful hunt.

**MAY/JUNE 2025**  
(FISHING SPECIAL)  
Booking Deadline: March 21, 2025

**Fishing On The Legendary Thompson River:** Photographer and fishing guru Aaron Goodis will take readers on an epic adventure to the Thompson River.

**Exploring The Fishing Highway:** Located in the Cariboo region, a scenic stretch of highway is home to several lakes and rivers that are just waiting for eager anglers. BC Outdoors' writer Tom Johannesen will take readers on a journey of the best places to explore and the best gear to use.

**In Search Of Cariboo Gold:** Staying in the Cariboo region, author Mike Ramsay will follow the story of the Horsefly River rainbow trout from wild stock through to domestication and hatchery stocking.

**JULY/AUGUST 2025**  
Booking Deadline: May 16, 2025

**Fishing Telegraph Cove:** Klaus Gretzmacher has a special place in his heart for Telegraph Cove, and in this issue he'll be introducing readers to this beloved region and sharing tips and tricks for best ocean fishing practices.

**Fishing For Ling Cod:** Veteran ocean fisherman Jason Brooks will be educating readers about the best practices and methods when it comes to fishing for ling cod.

**Pitt River's Sea-Run Bull Trout:** Photographer and fisherman Teddy Cosco will take readers along while he fishes for

the elusive sea-run bull trout in the Pitt River, a large tributary of the Fraser River.

**SEPTEMBER/OCTOBER 2025**  
(HUNTING SPECIAL)  
Booking Deadline: July 18, 2025

**Hunting Forecast:** BC Outdoors' writer and assistant editor, Michaela Ludwig, will work with the government's team of biologists to bring readers updates about what they can expect for the 2025 hunting season across the province.

**Blood-Tracking Dogs:** Canine lover and author Lowell Strauss will be interviewing hunters in BC that use blood-tracking dogs to find downed game.

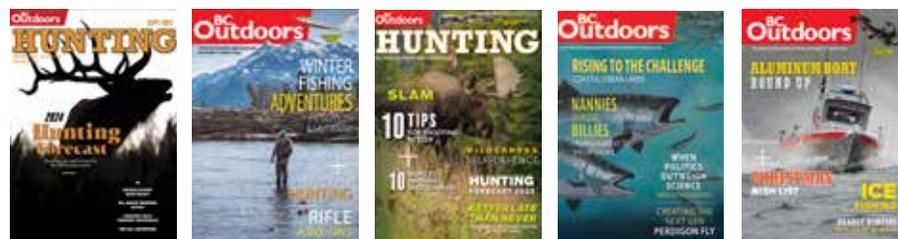
**Hunting For Rock Pigeon:** Rock pigeons that you find in the backcountry have a steady diet of greens and make for wonderful table fare. Author Al Voht will educate readers on finding, hunting and cooking up these birds.

**NOVEMBER/DECEMBER 2025**  
Booking Deadline: September 19, 2025

**Gun Review:** Firearms expert Mark Hoffman will be reviewing Beretta's BX1 30-06 rifle and the Burris Eliminator 6 scope.

**Cooking Rough:** Chef extraordinaire Linda Gabris will be teaching readers how to whip up delicious venison steak bites with a blue cheese and garlic dipping sauce.

**A BC-Built Hunting Rifle:** In this story, author Lowell Strauss will build a big-game hunting rifle using Canadian parts and then reviewing the components and testing the rifle for accuracy.



## SOCIAL LIST OF PRICES PER PLATFORM

Tag or mention	<b>\$200</b>
Social media post	<b>\$350</b>
Giveaway/Contest	<b>\$500</b>
Instagram Story Post (24 hours)	<b>\$300</b>

## COMBOS

X1 Post X1 Stories	<b>\$500</b>
X2 Posts X2 Stories	<b>\$1000</b>

## WEBSITE RATES + OPTIONS

ROS website ads <b>\$20 CPM</b> Ad sizes required: 300x 250, 728 x90, and mobile size 300x90
ROS sponsored <b>\$25 CPM</b> Ad sizes required: 300x 250, 728 x90, and mobile size 300x90
E-newsletter <b>\$550/each</b>
Advertorial content <b>\$1000</b> 500 words max + 3 pics (client to supply)

## STATS

### OUTDOORCANADA.CA

Unique visitors monthly average: **54,750**  
 Pageviews monthly average: **119,200**  
 Facebook fans: **48,000**  
 Followers on X: **10,800**  
 OC Instagram followers: **10,000**  
 YouTube: **3,010 subscribers**

### BCOUTDOORSMAGAZINE.COM

Unique visitors monthly average: **10,750**  
 Pageviews monthly average: **14,908**  
 Facebook fans: **3,300**  
 Followers on X: **1,828**  
 BCO Instagram followers: **12,100**  
 BCO YouTube: **7,100 subscribers**

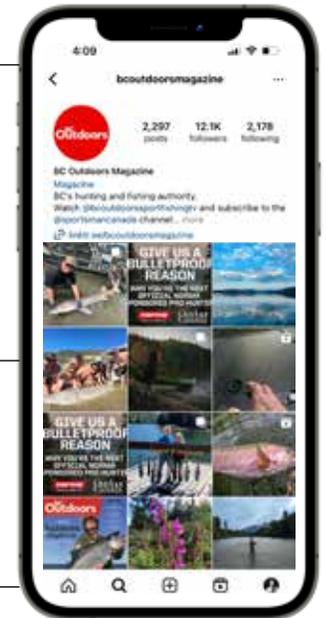
### BCO SPORT FISHING TV

Facebook fans: **5,800**  
 Followers on X: **1,390**  
 Instagram followers: **6,717**  
 BCOSF TV YouTube: **7,070 subscribers**

### E-NEWSLETTERS

OC Subscribers E-Newsletter: **24,189 subscribers**  
 BCO Subscribers E-Newsletter: **8,038 subscribers**  
 Sportsman Canada E-Newsletter: **10,012 subscribers**  
 Leaderboard (728x90)  
 Big Box (300 x 250)  
 Runs twice per month - every other Wednesday  
**36.4%** avg open rate E-Newsletters  
**\$550** per E-Newsletter

Have your business featured with sponsored posts



**CONTACT US FOR A TAILORED INTEGRATED BRAND CAMPAIGN**

OutdoorCanada.ca  
**104,529**  
 MONTHLY PAGEVIEW



### WHERE SHOULD I SEND MY CREATIVE?

Email to: **Lauren Novak**

Lauren@opmediagroup.ca

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

# SPORTSMAN CHANNEL RATES

## 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 schedules
- 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**

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



OVER 1 MILLION VIEWS EVERY SPORTSMAN FREE PREVIEW

AVAILABLE TO OVER 13.5 HOMES

AVAILABLE ON EVERY MAJOR NETWORK IN CANADA



AND MORE