SPORTSMAN
CHANNEL CANADA

650,000 households reached across Canada

• 83% of shows produced in Canada are exclusive to Sportsman Channel
• Sportsman Channel honours Canada’s Outdoor lifestyles and offers a blend of top Canadian and U.S. hunting, shooting and fishing shows.
• Our promotional marketing partners are a driving force in promoting NEW viewers to our channel; Outdoor Sportsman Group, Outdoor Canada and BC Outdoors magazines and websites, Western Canada’s Wildlife Federations. (Fish & Game Clubs)
• Top-rated exclusive programs, including: 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; In Fisherman TV... and many more (full lineup available on request).

FAST FACTS

A recent survey of 10,000 Canadian hunters/shooters & anglers said:

• 57% rate Sportsman Channel as the #1 hunting/fishing/shooting channel in Canada
• 60% said the high amount of new Canadian content is the reason they prefer Sportsman Channel
• 84% cite the ability to view exclusive Canadian content in conjunction with top US programs as the reason they prefer Sportsman Channel
• 87% said they notice product being promoted/endorsed on the channel
• 61% watch the channel several times per week
• 57% said that seeing a product being promoted on the channel influences their purchase intent
• 68% see advertising of related brands/products as a valuable part of Sportsman Channel.

Source: TN Marketing Survey, 2020

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

MARKETING PARTNERS
Outdoor Group Media
• Outdoor Canada
• BC Outdoors

• Show Hosts and their Social Media
• Western Canada’s Wildlife Federations
• Trade / Consumer Shows
Our viewers are seasoned sportsmen and women, who are individuals engaged in Hunting, Shooting, Fishing, ATVing and a variety of Outdoor Activities.

81% hunt
74% fish
59% are active target/sport shooters
54% watch hunting programming on the channel
23% watch shooting programming on the channel
50% watch fishing programming on the channel

Source: TN marketing survey, 2020
**OPTION 1**

**Block Sponsorship – 3 hr block**
- Opening message: 1 per show = 6
- Commercials: 2 per show= 12 total
- Promotional Drivers: 50
- Run of Network (ROS) Commercials: 50 spots
- Weekly total delivery: 118 spots

Total for 13 week Quarter: 13 x 118 = 1,534
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.