

OUTDOOR GROUP MEDIA

SPORTSMAN CANADA
CHANNEL

Outdoor
Canada

BC
Outdoors



Reaching Canadian Anglers and Hunters

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

3.5 MILLION people in Canada fish and **3.4 MILLION** hunt/sport shoot

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 **900,000**
 - Six issues annually
- 100% paid circulation & top seller on newsstands across Canada



DIGITAL

outdoorcanada.ca bcoutdoorsmagazine.com

- **92,000** unique visitors combined
- Over **200,000** monthly impressions available
- **20,000** combined e-newsletter subscribers



Don't miss out on **\$18.9 BILLION** in Expenditures made by Anglers & Hunters
3.5 MILLION people in Canada fish and **3.4 MILLION** hunt/sport shoot

WHO OUR AUDIENCE IS...



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 2021



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 2021



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 2021

SPORTSMAN CHANNEL RATES

SPORTSMAN
CHANNEL

Outdoor
Canada

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OUTDOOR
GROUP
MEDIA

OPTION 1

Block Sponsorship - 3 hour 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



PRINT NATIONAL RATES & DIMENSIONS

EFFECTIVE JANUARY 2022, CANADIAN NET 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

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?

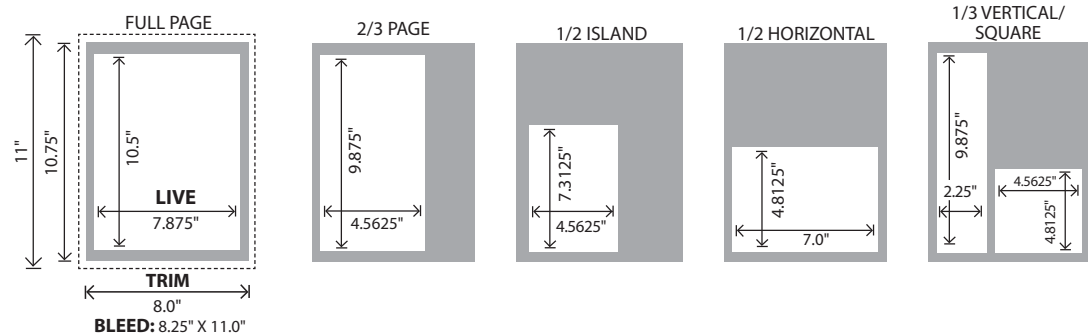
WeTransfer for files over 10MB

or email directly to:

Summer Konechny

Email: production@outdoorgroupmedia.com

Phone: 604-559-6154



2022 PRODUCTION SCHEDULE DEADLINES

ISSUE	SPACE CLOSE	ARTWORK DUE DATE	INSERTS DUE	MAIL DATE	NEWSSTAND DATE
MAR/APRIL (FISHING SPECIAL)	14-JAN	21-JAN	21-JAN	16-FEB	21-FEB
MAY/JUNE	11-MAR	18-MAR	18-MAR	13-APR	18-APR
JULY/AUG	13-MAY	20-MAY	20-MAY	15-JUN	201-JUN
SEPT/OCT (HUNTING SPECIAL)	15-JUL	22-JUL	22-JUL	17-AUG	22-AUG
NOV/DEC	16-SEP	23-SEP	23-SEP	19-OCT	24-OCT
JAN/FEB	11-NOV	18-NOV	18-NOV	14-DEC	19-DEC

CLASSIFIED RATES & DIMENSIONS

EFFECTIVE JANUARY 2022, NET RATES



(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



(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



(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	-	-

WHERE SHOULD I SEND MY CREATIVE?

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

<p>Full Page</p> <p>A Live 7.875" X 10.5" Bleed 8.25" X 11"</p>	<p>1/2 Horizontal</p> <p>B 7" X 4.8125"</p>	<p>1/3 Vertical</p> <p>C 2.125" X 9.375"</p>	<p>1/3 Horizontal</p> <p>D 4.5" X 4.625"</p>	
<p>1/6 Vertical</p> <p>E 2.125" X 7.25"</p>	<p>1/6 Horizontal</p> <p>F 7" X 2.25"</p>	<p>1/9 Vertical</p> <p>G 2.125" X 4.75"</p>	<p>1/9 Horizontal</p> <p>H 4.375" X 2.25"</p>	<p>1/12 Horizontal</p> <p>I 2.125" X 2.25"</p>

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DIGITAL ADVERTISING

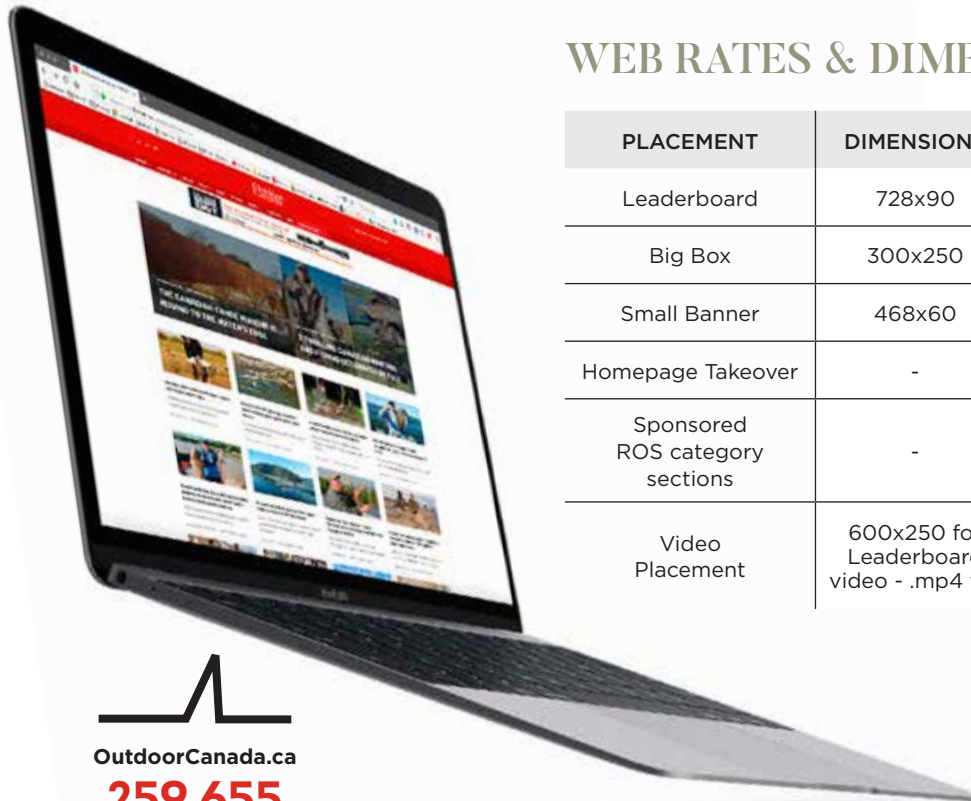
EFFECTIVE JANUARY 2022, NET RATES

SPORTSMAN
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MEDIA



OutdoorCanada.ca

259,655

MONTHLY PAGEVIEW

WEB RATES & DIMENSIONS

PLACEMENT	DIMENSIONS	COST
Leaderboard	728x90	\$20 CPM
Big Box	300x250	\$20 CPM
Small Banner	468x60	\$20 CPM
Homepage Takeover	-	\$1,000 per day
Sponsored ROS category sections	-	\$30 CPM
Video Placement	600x250 for Leaderboard video - .mp4 file	\$35 CPM

STATS

OUTDOORCANADA.CA

Unique visitors monthly average: **95,925**

Pageviews monthly average: **259,655**

Facebook fans: **49,800**

Twitter followers: **12,400**

OC Instagram followers: **7,550**

YouTube: **2,820 subscribers**

BCOUTDOORMAGAZINE.COM

Unique visitors monthly average: **13,020**

Pageviews monthly average: **20,460**

Facebook fans: **2,970**

Twitter followers: **1,857**

BCO Instagram followers: **10,600**

BCO SPORT FISHING TV

Facebook fans: **5,321**

Twitter followers: **1,470**

Instagram followers: **7,675**

BCOSF TV YouTube: **5,750 subscribers**

SPECIALTY OPTIONS

Integrated Content

Integrated content relating to brand/product. max. 500 words

\$800

Contest

Includes: Button on homepage, entry page on website set up, data base entries

\$2,500

E-NEWSLETTERS

OC Subscribers ENewsletter: **27,190 subscribers**

BCO Subscribers ENewsletter: **7,008 subscribers**

Sportsman Canada ENewsletter: **8,458 subscribers**

Leaderboard (620x77)

Big Box (300 x 250)

Runs twice per month - every other Wednesday

39% open rate

\$550 per e-newsletter

* please note: above are monthly average statistics and can vary month to month ** source: Google analytics



WHERE SHOULD I SEND MY CREATIVE?

Email to: **Christine Ly**

cly@opmediagroup.ca

- Send 5 business days prior to campaign dates

- Image (jpg, gif or png)