

# ALBERTA OUTDOORSMEN

THE VOICE OF ALBERTA'S HUNTERS, ANGLERS & TRAPPERS

ALBERTA'S ONLY HUNTING, FISHING & TRAPPING MAGAZINE

## 2022 MEDIA KIT



# ALBERTA

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# OUTDOORSMEN

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## WHAT IS ALBERTA OUTDOORSMEN?

Alberta Outdoorsmen is a full-colour, full-gloss magazine dedicated to providing hunting, fishing and trapping news and adventures to the hunters, anglers and trappers of Alberta.

- Intended to keep outdoorsmen and women up-to-date on the challenges they face day in and day out.
- Issues surrounding hunting, fishing and trapping and the people who are fighting for change.
- Interviews with some of these same people and their battles for what they believe in.
- What is being done by the different organizations involved in our natural resources including their successes and failures.
- Alberta Outdoorsmen will look at the positive and negative aspects of hunting, fishing and trapping and challenge the reader to do the same.
- Enforcement Issues, Conservation Issues, New Equipment, Adventure Stories, Humour, Tips, Letters and regular columnists such as TJ Schwanky, Brad Fenson, Neil Waugh, Kevin Wilson, Fred Noddin, Brian Bildson, Duane Radford, Sheri Monk, Duane Rosenkranz, Jeff Smith, Al Voth, Wayne Clark, Wes David, and Rob Miskosky are front and centre in every issue.

## GENERAL INFORMATION

- Alberta Outdoorsmen is issued at the end of every month, 12 times per year.

### Performance Update by Magazines Canada

#### Magazine readership remains stable (PMB)

The average magazine readership over the past four years is at 4.8 readers per copy. As magazine copies change hands, consumer reach increases, providing new opportunities for advertisements to be seen, read, and acted on.

Source: Print Measurement Bureau (PMB)

- 10,000 copies are distributed through subscribers, sporting goods stores, major chains, and newsstands across Alberta.
- Alberta Outdoorsmen is read by more than 28,000 outdoorsmen and women every month.
- Also available as a digital subscription.

## WHO ARE WE?

We are Sports Scene Publications Inc. based out of Edmonton, Alberta and are the publishers of The Government of Alberta Sportfishing Regulations, the Government of Alberta Hunting Regulations, the Government of Alberta Trapping Regulations, Barry Mitchell's Alberta Fishing Guide and the Alberta Outdoorsmen magazine.

Alberta Outdoorsmen is Canadian Media Circulation Audited (<https://www.circulationaudit.ca/>).

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## 2022 ADVERTISING RATE SCHEDULE

SIZE	1X	3X	6X	12X
<b>Full Page</b> (8.125" w x 10.625" h) Live Image Area (7.375" x 9.875")	1450.00	1160.00	1015.00	870.00
<b>1/2 Page</b> (Horizontal 7.375" w x 5" h) (Vertical 3.6" w x 9.875" h)	870.00	696.00	609.00	522.00
<b>1/3 Page</b> (Banner 7.375" w x 3.25" h) (Island 4.86" w x 4.9" h) (Vertical 2.347" w x 9.875" h)	665.00	532.00	465.00	399.00
<b>1/4 Page</b> (Banner 7.375" w x 2.5" h) (Island 4.86" w x 3.8" h)	550.00	440.00	385.00	330.00
<b>1/6 Page</b> (Horizontal 4.86" w x 2.5" h)	415.00	332.00	290.00	249.00
<b>1/8 Page</b> (Banner 7.375" w x 1.25" h) (Horizontal 4.86" w x 2.0" h) (Square 3.6" w x 2.7" h)	330.00	264.00	231.00	198.00
<b>Outside Back Cover</b> (8.125" w x 10.625" h) Live Image Area (7.375" x 9.875")	1650.00	1320.00	1155.00	990.00
<b>Outdoor Bazaar Listing</b> (2.347" w x 1.5" h)	100.00	80.00	70.00	60.00

All above rates include  
full colour and production.

We can be reached at:  
**SPORTSCENE PUBLICATIONS INC.**  
10450 -174 Street,  
Edmonton, Alberta T5S 2G9

Phone: (780) 413-0331  
Fax: (780) 413-0388  
email: j.milberry@sportscene.ca or  
p.milberry@sportscene.ca

[www.albertaoutdoorsmen.ca](http://www.albertaoutdoorsmen.ca)