

GOVERNMENT OF ALBERTA HUNTING REGULATIONS

The best marketing tool to reach the men and women who hunt in Alberta.



2020 MEDIA KIT

Sports Scene Publications Inc.
www.sportscene.ca

2020 Alberta Guide to Hunting Regulations

The Government of Alberta Guide to Hunting Regulations is the only publication that can get your message in front of each and every Alberta hunter. Every hunter in Alberta is required to know the rules contained within these regulations. Like newsstand publications, the annual hunting regulations also include stories about Alberta's hunting scene. However, this is the only publication that can be considered a "must read" product. It is the only source of critical information such as open seasons, bag limits, and regulation changes. For this reason, the Alberta Guide to Hunting Regulations must be referred to time and time again throughout the year giving them additional value.

Alberta is one of the strongest outdoor markets in Canada, and the Alberta Guide to Hunting Regulations is the most targeted advertising option available for Alberta hunters. When you consider cost-per-image, we offer up to six times the value of any other outdoor publication in Alberta, making this the most cost-effective way to get your message out to the men and women that hunt in this province.

Circulation:

185,000
Actual 100% Newsstand 0%
(Audited by Government of Alberta Distribution Centre)

Demographics:

The following information is based on the Importance of Wildlife Survey conducted by Alberta Sustainable Resource Development.

By Gender: Male - 89%
Female - 11%

By Age: 15-19 13%
20-34 39%
35-54 38%
55+ 10%

Rate Schedule:

Gloss Pages	\$5799
Back Page	\$8399
Full Page	\$4879
Half Page	\$2899
Third Page	\$2139
Quarter Page	\$1675
Sixth Page	\$1349
Eighth Page	\$999
Sunrise/Sunset Table	\$1095
all above rates include full colour and production	
Hunters Directory (black and white)	\$375

Booking Deadline

May 2020

Additional Exposure - The Alberta Guide to Hunting Regulations is also now available online for Alberta hunters to view and download as they please. The online version is exactly the same as the printed regulations, including all the advertisements in place. There is no extra cost to our advertisers for the additional exposure with the online version of the regulations.