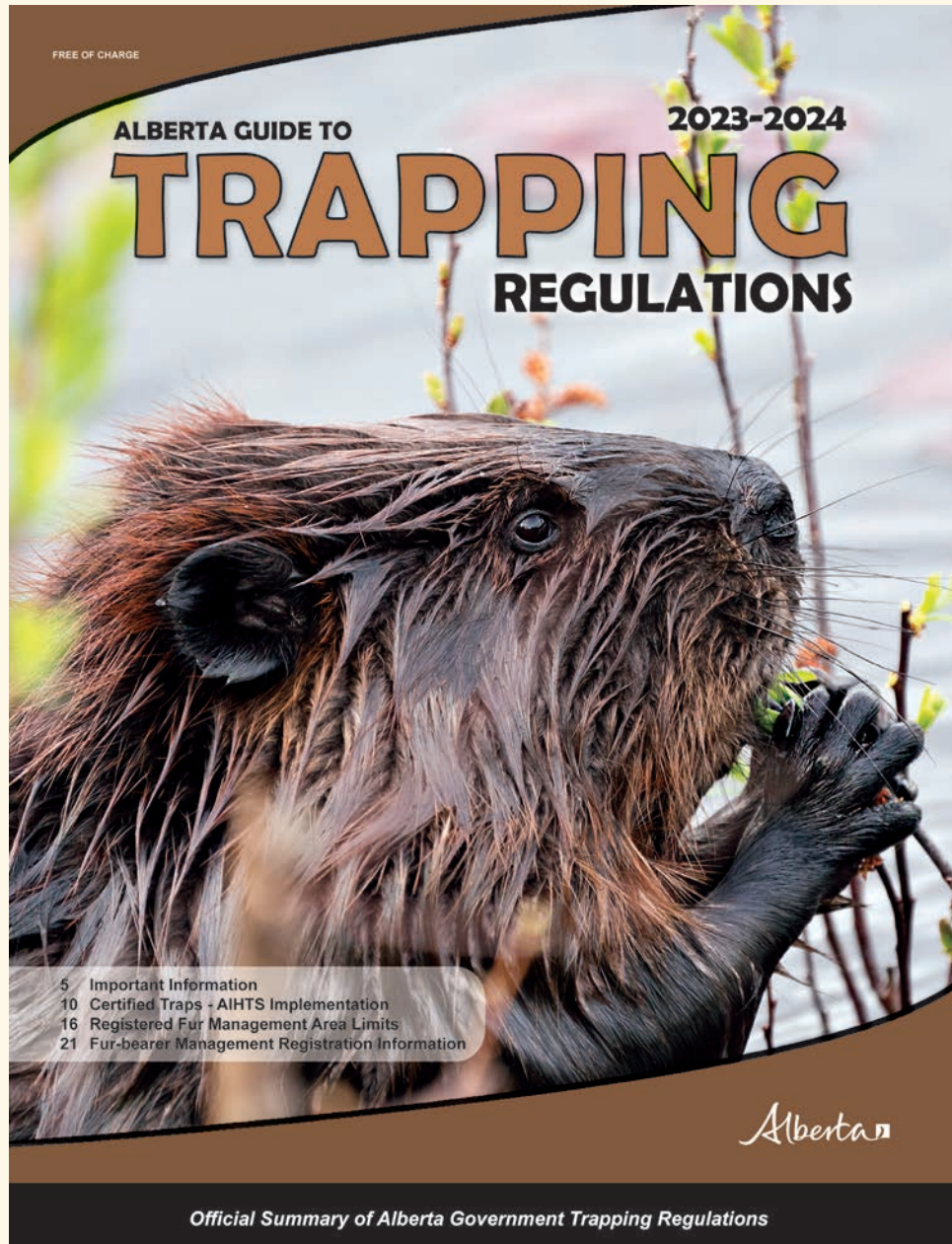


GOVERNMENT OF ALBERTA TRAPPING REGULATIONS

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



2024-25 MEDIA KIT

Sportscene Publications Inc.
www.sportscene.ca

2024-25 Alberta Guide to Trapping Regulations

The Government of Alberta Guide to Trapping Regulations is the only publication that can get your message in front of each and every Alberta trapper. Every trapper in Alberta is required to know the rules contained within these regulations. This is the only publication that can be considered a “must read” product. Those who are interested in trapper education or those take a trapping course will also be using the trapping regulations. It is the only source of critical information such as fur seasons, limits and regulation changes. For this reason, the Trapping 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 Trapping Regulations is the most targeted advertising option available for Alberta trappers.

Circulation:

9500
Actual 100% Newsstand 0%
(Audited by Government of Alberta Distribution Centre)

Also available online for Alberta trappers to view and download as they please. The online version is exactly the same as the printed regulations, including all the advertisements in place.

Rate Schedule:

Full Page	\$1100
Half Page	\$650
Quarter Page	\$350
Eighth Page	\$225

All above rates include full colour and production

Booking Deadline August 15, 2024

Ad Copy Dealine August 31, 2024