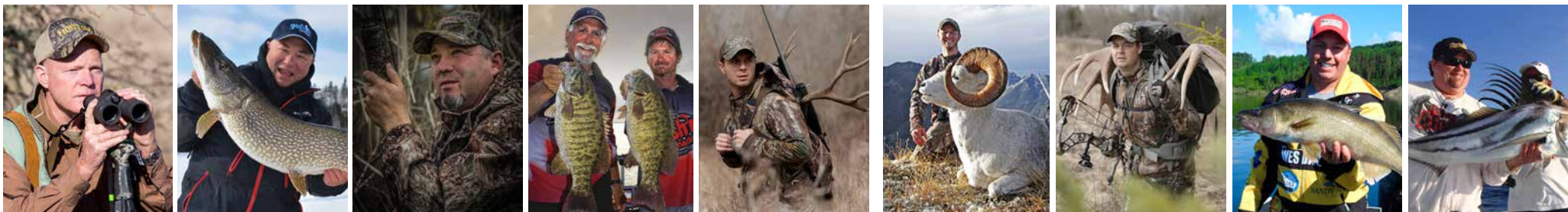


CANADA **SPORTSMAN** **CHANNEL**

CANADA'S #1 HUNTING AND FISHING NETWORK



2021 MEDIA KIT



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

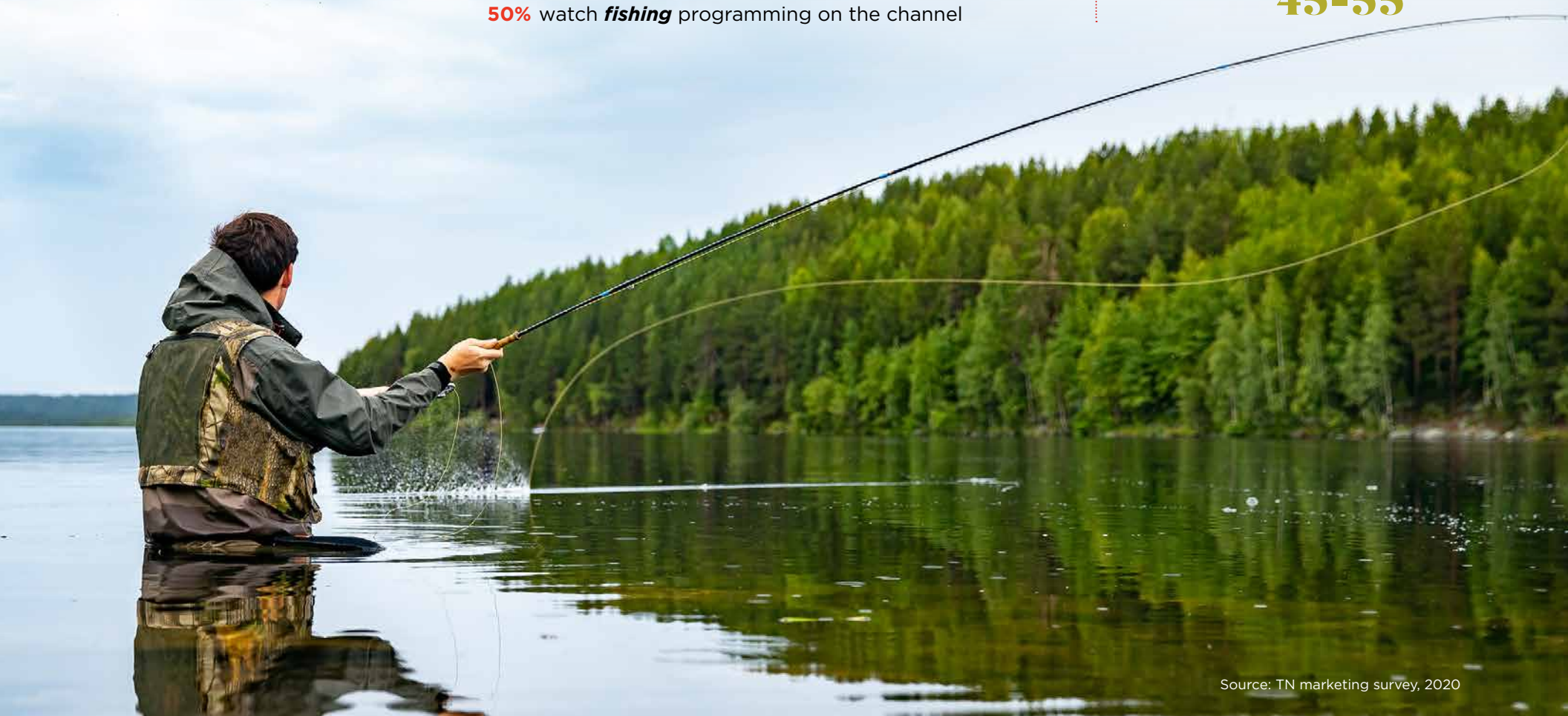
50% watch **fishing** programming on the channel

OUR AUDIENCE

MALE
90%

FEMALE
10%

AVERAGE AGE
45-55



Source: TN marketing survey, 2020

PROGRAMMING CONTENT: 70% HUNTING, 25% FISHING, 5% ATV AND ADVENTURE



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

