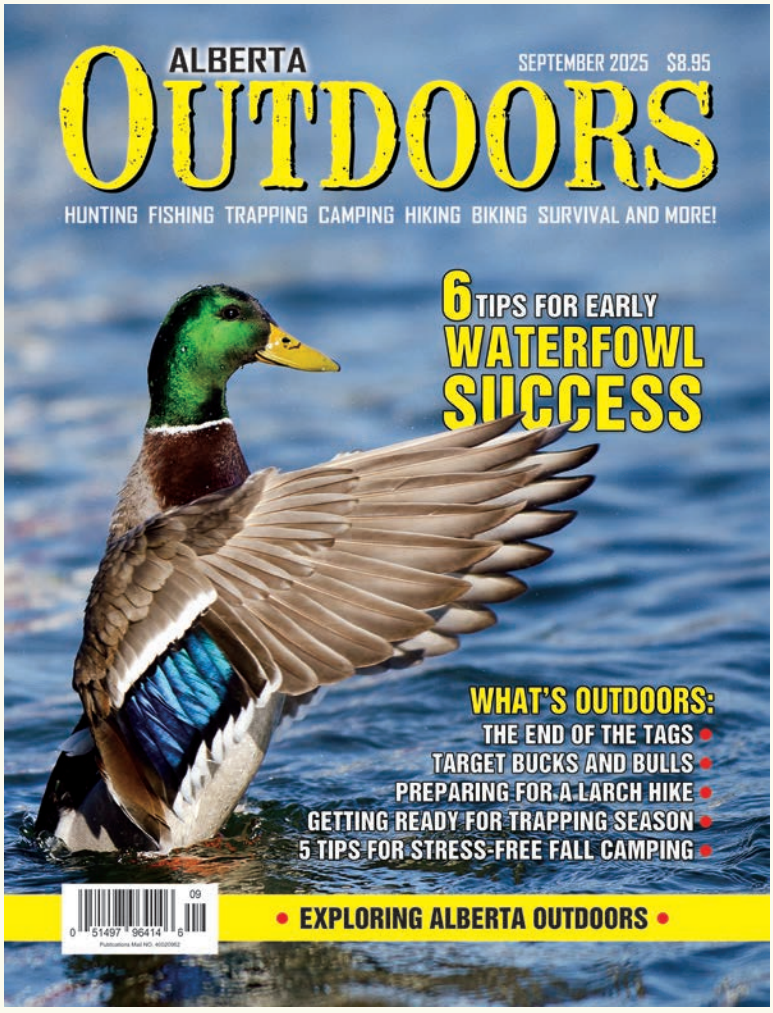
ALBERTA OUTDOORS

FORMERLY ALBERTA OUTDOORSMEN

2026 MEDIA KIT



Sportscene Publications

designers and publishers for the outdoor world

ALBERTA OUTDOORS

FORMERLY ALBERTA OUTDOORSMEN

WHAT IS ALBERTA OUTDOORS?

Alberta Outdoors is a full-colour, full-gloss magazine dedicated to providing outdoor news, adventures and articles to the outdoorsmen and women of Alberta.

GENERAL INFORMATION

● Alberta Outdoors 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 Outdoors 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 Outdoors magazine.

Alberta Outdoors is Canadian Media Circulation Audited (https://www.circulationaudit.ca/).

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2025 ADVERTISING RATE SCHEDULE

SIZE	1 Issue	3 Issues	6 Issues	12 Issues
Full Page (8.125” w x 10.625” h) Live Image Area (7.375” x 9.875”)	1450.00	1160.00	1015.00	870.00
1/2 Page (Horizontal 7.375” w x 5” h) (Vertical 3.6” w x 9.875” h)	870.00	696.00	609.00	522.00
1/3 Page (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
1/4 Page (Banner 7.375” w x 2.5” h) (Island 4.86” w x 3.8” h)	550.00	440.00	385.00	330.00
1/8 Page (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	332.00	231.00	198.00
Outside Back Cover (8.125” w x 10.625” h) Live Image Area (7.375” x 9.875”)	1650.00	1320.00	1155.00	990.00
Outdoor Bazaar Listing (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
email: r.shore@sportscene.ca

www.sportscene.ca