

GOVERNMENT OF ALBERTA SPORTFISHING REGULATIONS

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



2025 MEDIA KIT

Sportscene Publications Inc.
www.sportscene.ca

2025 Alberta Guide to Sportfishing Regulations

The Government of Alberta Guide to Sportfishing Regulations is the only publication that can get your message in front of each and every Alberta angler. Every angler in Alberta is required to know the rules contained within these regulations. Like newsstand publications, the annual regulations also include interesting stories about Alberta's fishing 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, limits and regulation changes. For this reason, the Fishing 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 Sportfishing Regulations is the most targeted advertising option available for Alberta anglers. When you consider cost-per-image, we offer at least 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 fishing in this province.

Circulation:

185,000

Actual 100% Newsstand 0%

(Audited by Government of Alberta Distribution Centre)

Also available online for Alberta anglers to view and download as they please.

The online version is exactly the same as the printed regulations, including all the advertisements in place.

Demographics:

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

By Gender: Male - 68%
Female - 32%

By Age: 15-19 11%
20-34 36%
35-54 37%
55+ 16%

Rate Schedule:

Gloss Pages \$6599

Back Page \$9499

Full Page \$5479

Half Page \$3099

Third Page \$2239

Quarter Page \$1775

Eighth Page \$999

Fish ID Chart \$1095

All above rates include full colour and production

Anglers Directory (black and white) \$375

Booking Deadline

January 2025