

# WESTERN CANADIAN GAMEWARDEN

## 2011 RATE CARD

Contact: Sheila Fishley, Advertising Sales  
 Western Canadian Game Warden  
 Box 93, Bethune, Sask. S0G 0H0  
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### THE OFFICIAL MAGAZINE OF WESTERN CANADA'S GAME WARDEN ASSOCIATIONS

We would like to invite you to advertise in Western Canada's newest outdoor magazine. The Western Canadian Game Warden is the official magazine of Western Canada's Game Warden Associations. Participating provinces include Manitoba, Saskatchewan, Alberta, British Columbia, North West Territories and Yukon Territory.

The Western Canadian Game Warden is published three times annually. It is produced in Western Canada and prints over 15,000 copies. It is distributed throughout Western Canada at over 1000 magazine vendors and is also sold at many Canadian Tires, Wholesale Sports, Fishing Holes, and a variety of other private vendors. The Western Canadian Game Warden currently has over 3000 subscribers and that number is growing. The Western Canadian Game Warden's primary focus is on how conservation officers and fish and wildlife officers manage and protect Western Canada's natural resources.

This publication represents an excellent opportunity to promote your business or origination to a much-targeted primary audience as well as a very wide and diverse secondary audience. It is well received by rural and urban readers and is studied by legislators and other resource law enforcement agencies. We invite you to contact our advertising sales representative to inquire about the wide range of advertisement space available. Feel free to visit us at [www.westerncanadiangamewarden.com](http://www.westerncanadiangamewarden.com) to view featured articles, the past issues archive and to learn more about the Western Canadian Game Warden.

Multiple issue pricing is in effect only when accounts are paid in full within 30 days of receipt of the invoice. If invoices are paid after 30 days the one time price applies. We thank you for your interest in the Western Canadian Game Warden.

Issue	Space Closing	Material Closing
Spring	January 1	January 15
Summer	May 15	May 20
Fall - Winter	Sept 1	Sept 15

Magazine advertisement placement includes complimentary link on website:  
[www.westerncanadiangamewarden.com](http://www.westerncanadiangamewarden.com)

All prices are in \$CDN. Please add applicable taxes

Issues	Covers	1x	2x	3x	4x
	Inside Front	1,800	1,700	1,600	1,400
	Inside Back	1,600	1,500	1,400	1,300
	Outside Back	2,000	1,800	1,700	1,600

Size	Inside	1x	2x	3x	4x
	Full Page	1,000	900	850	800
	2 full page facing	2,000			
	2 1/2 Page (17x5")	1,000	850	800	750
	1/2 Page	600	550	500	475
	1/3 Page	500	450	400	375
	1/4 Page	400	375	350	325

Marketplace Directory Classifieds \$100

#### Ad Formats

Note: Measurements in inches.

Full page full bleed Trimmed size 8.25w10.75t	Full page No bleed Finished size 7.5w9.75t
1/2 page Vertical 3.25w 9.75t	1/2 page Horizontal 7.5w4.75t
2 x full page facing Horizontal 16.50w10.75t	
2 x 1/2 page facing Horizontal 16.5w5.25t	
1/3 page Horizontal 7.25w3.125t	1/3 page Vertical 2.3w9.75t
1/4page 3.55w 4.75t	Marketplace Ad 3.5w 2.0t (bus card size)

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**THE OFFICIAL MAGAZINE OF WESTERN CANADA'S GAME WARDEN ASSOCIATIONS**

**Who reads the Western Canadian Game Warden Magazine  
and who is your advertising dollar targeted at?**



## ABOUT OUR READERS

- Over 93% of our readers are male
- 70% of readers have post-secondary education
- 50% of our readers have a household income between \$56,000 - \$100,000
- 87% of our readers use the services of a Provincial Park
- 95% of our readers look at your ad
- 34% of our readers are fishermen
- 46% of our readers hunt
- 10% of our readers participate in photography

- 66% of our readers own an ATV
- 65% of our readers own a boat
- 35% of our readers own a snowmobile
- 69% of our readers own a 4x4 Truck
- 86% of our readers who hunt own 2 or more shotguns
- 10% of our readers who angle own 4 for more rod/reels

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