

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Annual Outdoor Adventure Guide

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Don Myhre

Primary ACA staff on this project: Don Myhre, Ariana Tourneur, Budd Erickson, Elize Uniat, Colin Eyo

Partnerships:

The success of this publication is made possible through ongoing support from participating partners as well as private landowners, hunters, anglers and trappers, whose donations and funding directly support our work.

Conservation partners such as Alberta Fish & Game Association (AFGA) and its affiliated clubs as well as Ducks Unlimited Canada (DUC) contributed a large number of the Conservation Sites in the Guide.

Key Findings

2014/15 issue printed and distributed 80,000 copies.

Advertising sales reached new benchmark in revenue.

2015 issue printed 40,000 copies with reduced page count (currently in distribution)

2016 issue to be produced within calendar year

Introduction

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide is a free annual publication. We print 80,000 copies and distribute them by the May long weekend by mailing out to subscribers. Guides are also distributed at trade shows, and by hunting and fishing licence retailers across Alberta. The 2014/15 Guide featured 746 Conservation Sites anyone can access for outdoor recreational activities like hunting, fishing, hiking, foraging, photography, etc.

The Guide is also available online through its own website, where users can easily search for fishing and hunting opportunities within the sites as well as access a map and Google directions to each site.

It promotes the value of habitat conservation and the benefits of securing habitat for wildlife. It is also one of the ways we work towards increasing ACA's profile in Alberta, which is one of the long-term goals in ACA's 10-year Strategic Business Plan. Other program areas (Fisheries, Wildlife, Land, Business Development) use the Guide as a tool when reaching out to potential donors and/or partners.

Methods

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide is an ongoing project within the Communications department. Different stages in the life of the Guide includes working closely with the Land Management Program to coordinate the addition/removal of Conservation Sites, editing and coordinating the editing process for new sites and the entire Guide, finding imagery, designing, laying out, proofing, sourcing a printer and coordinating the printing process with the printer. The online version of the Guide is also updated when the printed version goes out so the two are consistent.

Results

For the 2014/15 issue, we printed 80,000 copies and distributed the complete print run through post, point of purchase and contracted distribution vendors.

Conclusions

The 2014/15 issue met great success though all time high advertising sales and complete print run distribution.

An additional 40,000 copies of the 2015 issue was also printed and being distributed to the end of the calendar year. The publication date for the Guide has been changed from May to January. The publication will follow the calendar year affording a full year of media for advertisers, increased trade show distribution and better publication workflow within communications.

Communications

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide 2014/15

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide 2015