

SBC MEDIA



SBC Media is a division of C.J. Oyster Publishing, the largest publisher in Canada of action sports media brands. Our titles are iconic brands with engaged and loyal audiences.

Print

Our magazines reach more than 40,000 action sports enthusiasts, via bulk mail to shops, individual subscriptions, and the newsstand. Our pages stand out with superb photography and extremely high production values – including proprietary and leading-edge laser die-cutting and raised UV printing applications on the covers.

Online

We have a strong following and traffic across our websites.

Newsletters & Social Media

We have an extensive database of newsletter readers, and a strong base of followers on social media including Instagram, Facebook and Twitter.

Custom Programs

We partner with clients to create programs that deliver their messages to our audience in an effective and engaging manner.

Our Readers

Our audience is the coveted 15-35 age group with high household income – young, hip, urban, savvy trendsetters.

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