

Mussio Ventures Ltd. Quick Fact Sheet

The Company

A family run business that was incorporated in 1993. Mussio Ventures is in the business of producing, publishing and marketing Outdoor Recreation guidebooks and topographic maps.

- Has produced over 30 National Bestselling titles, including perennial top sellers: Vancouver Coast and Mountains BC Backroad Mapbook, Vancouver Island Backroad Mapbook and Thompson Okanagan BC Backroad Mapbook.
- Employs up to 12 employees or contractors across the country at any given time.
- Goal is to have the Backroad Mapbook Series be considered 'The Guidebook Series' for exploring the Great Outdoors throughout North America.

The Main Products

Backroad Mapbooks

The top selling outdoor recreation guidebook series available in Canada (over 100,000 units sold annually).

- Over 20 titles stretch from Coast to Coast; including six titles cover all of British Columbia, four in Alberta and five in Ontario.
- The only mapbooks that combine both highway road systems with logging and industrial roads, while emphasizing the trail systems and recreational opportunities in the area.
- The only mapbook that includes detailed write-ups on most outdoor activities including fishing, hunting, parks and recreation sites, paddling, trails, wildlife viewing and winter recreation.
- New technology has allowed us to offer GPS Maps, iPhone maps and other Digital Maps.

Digital Maps

Keeping current with new technology by providing our maps in a variety of digital formats for popular programs and devices like Google Earth, iPhone/iPad, Memory Map, Ozi-explorer and more.

- Available individually or by regional or provincial mapbook.
- Features multiple file formats, seamless 50,000 scale maps and Backroad Mapbook recreation text.
- Windows & Mac compatible

Fishing Mapbooks

Heralded as the most revolutionary fishing guidebook series ever produced.

- Seven titles covering all of British Columbia and portions of Ontario.
- Featuring Lake Depth Charts, River Maps, Location Maps, Fishing Tips and much more.
- Perfect companion title to the Backroad Mapbook series.

GPS Maps

The most detailed road and recreation topographic maps available for Garmin GPS units.

- Provincial coverage at scales of 10,000, 20,000 or 50,000 depending on province.
- Features city and backroads, trail systems and geo-referenced recreational points of interest for all Backroad Mapbook activities and more.
- Available in SD Card format for inserting into Garmin GPS and DVD format for use on the computer in MapSource™ or Basecamp™.

Outdoor Recreation Maps

Revolutionary relief topography maps that cover popular recreational areas of Canada.

- Printed on large format, high quality tear and water resistant paper.
- Features backroads, trail systems, fish species and recreational opportunities in popular recreational areas.

Topographic (TOPO) Maps

Backroad Mapbook unique road and recreation TOPO maps are the most up to date topographic map source available in Canada.

- Coast to Coast coverage with over 1,000 TOPO maps available.
- Printed on large format, water resistant paper at scales starting at 1:60,000.