

# COWGIRL™

Inspiring the modern Western lifestyle

## MEDIA KIT 2020

COWGIRL successfully serves a previously unfilled niche in the periodical market—an upscale Western lifestyle magazine targeted especially to women. In the pages of COWGIRL, you'll reach the primary decision makers and consumers of fine Western fashion, jewelry, accessories, art, home furnishings, travel, equestrian lifestyle, and more. In addition to a precisely defined target market, COWGIRL's wide appeal and premier placement in bookstores, airports, and newsstands, delivers the most exposure of any Western lifestyle magazine. Whether your customer is urban or rural, a full-time rancher or part-time dreamer, she's reading COWGIRL to find the inspiration, information, and products to make the most of the modern Western lifestyle—no matter where she lives.

### The COWGIRL Experience:

Blending multi-media formats to reach 1,140,000 primarily female consumers with an innate and passionate interest in the Western Lifestyle.

#### Print

COWGIRL Magazine  
Special Interest  
Publications



#### Digital

Cowgirlmagazine.com  
COWGIRL Mobile  
COWGIRL Digital Edition  
Native Content  
Partnerships



#### Social

Facebook  
Instagram  
Pinterest  
Twitter



#### Brand Lab

Native Content  
Creation  
Native Video  
Production  
Brand Development



#### Special Attention

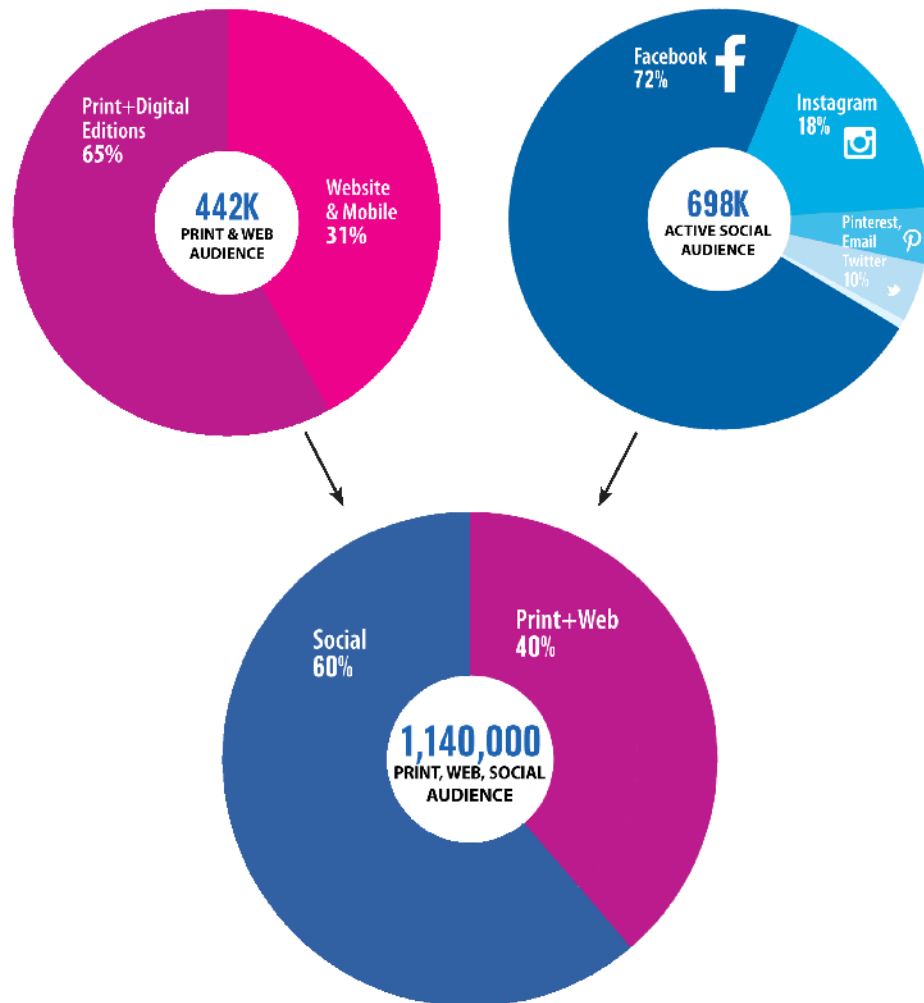
Horses  
Fashion  
Home Decor  
Travel & Events  
Art & Architecture



# COWGIRL

COWGIRL delivers an enormous audience well beyond the pages of its popular magazine.

## The COWGIRL Brand Audience



PRINT: 96% FEMALE - 4% MALE - 18-24: 6% • 25-34: 16% • 35-55: 48% • 56 plus: 30%

SOCIAL: 83% FEMALE - 17% MALE - 18-24: 20% • 25-34: 20% • 35-44: 19% • 45-54: 20% • 55 plus: 15%

### PRINT ADVERTISING

COWGIRL prints 35,000 issues six times annually and reaches 182,000 readers with each printed issue. Our distribution encompasses national bookstores, mass market retailers and airports. COWGIRL can be purchased at Barnes & Noble, Target, Books A Million, Hastings, Tractor Supply, Walmart, Walgreens, Safeway, Albertson's and many more.

- Mailed to subscribers and Western Industry Professionals
- National Newsstands and Select Airports in the West
- Specialty Retailers and Chain Western Wear Outlets
- Western Resorts and Destinations
- Special Events: NFR, WESA, Dallas Market

### ONLINE ADVERTISING

Cowgirlmagazine.com exceeds 500,000 page views and is frequented by more than 260,000 unique visitors every month.

- 260,000 unique visitor each month (Source: GA, 1/19)
- 500,000 page views each month (Source: GA, 1/19)
- A totally different audience from print
- Internet savvy and hungry for information pertaining to a Western Lifestyle

### NATIVE, SOCIAL, & EMAIL PROMOTIONS

Native and Social Media campaigns put you face-to-face with the editorial experts at COWGIRL who will develop and help write your campaigns.

- Native Content Campaigns
- Social Media Promotion Campaigns
- Direct Email Promotions

# COWGIRL

## 2020 Print Advertising Rates and Specs

### PRINT ADVERTISING RATES

	1 X	3 X	6 X (1 YEAR)
Full Page	\$3,146	\$2,849	\$2,588
2/3 Page	\$2,390	\$2,174	\$1,977
1/2 Page	\$1,796	\$1,639	\$1,491
1/3 Page	\$1,071	\$977	\$888
1/4 Page	\$550*	\$550*	\$550*

\* Discounts not offered on multiple 1/4 page ad insertions.

Rates are quoted per insertion with a signed contract and are subject to change without notice.

Inside Front Cover, Inside Back Cover and Back Cover positions may be available (subject to prior sale). Contact your Advertising Brand Manager for availability.

### SPECS

COWGIRL is 100% color and digitally produced using the Web Coated SWOP protocol for Grade 3 Paper. We require all ad materials be submitted in a digital color format.

- 300 ppi
- CMYK
- Embed fonts and graphics

Bleed dimensions must provide 1/8" trim on all four sides and a 1/4" safety on all four sides for live matter.

Trim Size: 8" W x 10.875" H

Email ad materials to your Ad Brand Manager.

### PUBLICATION & CLOSING DATES

#### JANUARY/FEBRUARY 2020

Reserve space by October 24 ▪ Ad due October 30  
Mailed to Subscribers November 20 ▪ On Sale December 11, 2019

#### MARCH/APRIL 2020 ▪ SPRING FASHION

Reserve space by December 26 ▪ Ad due January 1  
Mailed to Subscribers January 22 ▪ On Sale February 13, 2020

#### MAY/JUNE 2020

Reserve space by February 20 ▪ Ad due February 26  
Mailed to Subscribers March 19 ▪ On Sale April 10, 2020

#### JULY/AUGUST 2020

Reserve space by April 23 ▪ Ad due April 30  
Mailed to Subscribers May 21 ▪ On Sale June 12, 2020

#### SEPTEMBER/OCTOBER 2020 ▪ FALL FASHION

Reserve Space by June 19 ▪ Ad due June 25  
Mailed to Subscribers July 16 ▪ On Sale August 7, 2020

#### NOVEMBER/DECEMBER 2020 ▪ HOLIDAY GIFT GUIDE

Reserve space by August 21 ▪ Ad due August 27  
Mailed to Subscribers September 17 ▪ On Sale October 9, 2020

#### JANUARY/FEBRUARY 2020

Reserve space by October 23 ▪ Ad due October 29  
Mailed to Subscribers November 19 ▪ On Sale December 12, 2020

BLEED ADS	DOCUMENT OR TRIM SIZE	LIVE AREA	BLEED SIZE
Spread (Full Bleed)	16.75 x 10.875	16.25 x 10.375	17 x 11.125
Full Page Bleed	8.375 x 10.875	7.875 x 10.375	8.625 x 11.125
2/3 Page Bleed	5.0625 x 10.875	4.75 x 10.375	5.1875 x 11.125
1/2 Page Vertical Bleed	3.875 x 10.875	3.625 x 10.375	4.125 x 11.125
1/3 Page Vertical Bleed	2.875 x 10.875	2.437 x 10.375	3.125 x 11.125

### NON-BLEED ADS DOCUMENT SIZE

Spread (Gutter Bleed Only)	15.875 x 9.875
Full Page Non-Bleed	7.375 x 9.875
2/3 Page Non-Bleed	4.625 x 9.875
1/2 Page Vertical Non-Bleed	3.375 x 9.875
1/2 Page Horizontal Non-Bleed	7.375 x 4.875
1/3 Page Square Non-Bleed	4.625 x 4.875
1/4 Page Non-Bleed	3.5 x 4.5

### PRODUCTION BUILD

**AD SERVICES:** In house production is available for those needing assistance with designing their ad.

**BUILD AD FEES:** 10% of contracted rate for specified ad size. Changes to ad will be billed at 5% of contracted ad rate.





# COWGIRL

## 2020 Digital & Social Media Advertising Rates & Specs

### ONLINE BANNER ADVERTISING

FILMSTRIP: 300x600 px, 300x250 px

This position requires 2 creatives:

300x600 desktop and 300x250 mobile

Rate: 1X: \$750, 3X: \$700, 6X: \$650

LEADERBOARD: 970x250 px, 728x90 px, 300x100 px

This position requires 3 creatives:

970x250 desktop, 728x90 tablet, and 300x100 mobile

Rate: 1X: \$750, 3X: \$700, 6X: \$650

- SOV - Guaranteed 30,000 impressions/30-day period
- Rotated equally on all pages.



### E-NEWSLETTER CAMPAIGNS

Go directly to our source of opt-in Newsletter Subscribers each week:

- Ad positions available weekly (970 x 250)
- \$30 per thousand

### ONLINE, NATIVE AND SOCIAL MEDIA ADVERTISING

#### WEBSITE TAKEOVER: \$1995

For brands looking to make a big splash for a product launch or event premiere or promotion, the COWGIRL WEBSITE TAKEOVER delivers the needed impact. This commanding position features the exclusive Header Position that remains exclusively on all site pages for a full week. On mobile, a 300x100 banner remains locked on all pages during the 7 day promotion. In Addition, both a Leaderboard and Filmstrip banner ad rotates on all pages of the site, with the Filmstrip remaining in rotation for an entire month. Website Takeovers also include one Premium Social Media Promotion as outlined in the Social Media Promotion specs below.

#### NATIVE FEATURE: \$1250

The COWGIRL NATIVE FEATURE is an innovative branding partnership that brings the advertiser and the COWGIRL editorial team face to face. The Native Feature is essentially a sponsored content article about the advertiser, product, or event. The Native Feature is then promoted with a Premium Social Media Promotion that includes posts on Facebook, Twitter and Instagram. The article is simultaneously included in that week's email newsletter, sent to more than 36,000 email subscribers.

#### SOCIAL MEDIA PROMOTIONS: \$795

With more than 500,000 Facebook Fans anchoring COWGIRL's Social Media Audience, this promotion offers an immediate and effective way to reach an enormous audience of Western minded women and includes: One (1) Facebook, Twitter, Instagram, and Pinterest post and inclusion in a COWGIRL E Blast that goes out to more than 36,000 email subscribers.

#### INSTAGRAM STORIES PROMOTIONS: \$10 PER THOUSAND FOLLOWERS

With more than 140,000 active followers, COWGIRL's Instagram Stories Promotion offers an immediate and effective way to reach an enthusiastic audience. You supply the images, descriptions, and links. Cowgirl builds the creative to best leverage the audience for optimum engagement. Instagram Stories run immediately, then are placed in the appropriate "Highlights" category bubble for 14 days.

Email ad materials to your Brand Manager and [ads@cowgirlmagazine.com](mailto:ads@cowgirlmagazine.com)



# COWGIRL

## A MATCH MADE IN HEAVEN: PRINT + DIGITAL

In today's fast-changing marketing environment, it is critical for advertisers and brands to connect with the total audience of media companies like COWGIRL. Our Digital Pro and Brand Builder package plans do just that. Let Cowgirl build a campaign that fits!

## A SOCIAL MEDIA POWERHOUSE

**Cowgirlmagazine.com** is a must-visit destination for readers and western lifestyle aficionados who want to get everything they love about the magazine, and more, delivered daily. Updated constantly with original and refreshed content by a team of in-house editors and online bloggers, Cowgirlmagazine.com invites its audience to connect with what matters to them: horses, home, fashion, entertaining and the western lifestyle.

**An average of 260,000 unique visitors scan more than 500,000 pages every month!**

This is because **Cowgirlmagazine.com** is **NOT** a static website. It is a live landing zone of content that is updated up to 20 times a day. Why are these content updates so important? Because it keeps our extremely large audience of COWGIRL minded consumers coming back to the site every day!

## THE FUNNEL

COWGIRL's social media channels, including Facebook, Pinterest, Instagram and Twitter, are the main source for visitors to cowgirlmagazine.com. Whenever new content is posted to the website, a complete social media "funnel" campaign is enacted with the primary purpose of driving our audience back to Cowgirlmagazine.com.

This means your banner ads and Native campaigns get the attention they deserve with thousands of new and returning visitors each and every day, who, at the same time, are engaging with your brand on the very social media channels we use to drive traffic.

## Digital Pro 1

# \$800/mo

60 Day Digital & Print Campaign  
Billed Monthly

### THIRD PAGE PACKAGE

#### Digital Pro 1

- Third Page Print Ad Cowgirl Magazine
- 30 day banner ad campaign on cowgirlmagazine.com  
Filmstrip Banner 300x600  
Plus 300x250 for mobile  
or  
Maxi Leader Board 970x250  
Plus 728x90 & 300x100 for mobile
- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and E-Blast

\$800/month

## Digital Pro 2

# \$1600/mo

60 Day Digital & Print Campaign  
Billed Monthly

### HALF PAGE PACKAGE

#### Digital Pro 2

- Half Page Print Ad Cowgirl Magazine
- 30 day banner ad campaign on cowgirlmagazine.com  
Filmstrip Banner 300x600  
Plus 300x250 for mobile  
or  
Maxi Leader Board 970x250  
Plus 728x90 & 300x100 for mobile
- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and E-Blast
- 1 Native Content Campaign  
Sponsored content article  
+Premium Social Media Campaign

\$1600/month

## Brand Builder

# \$2100/mo

60 Day Digital & Print Campaign  
Billed Monthly

### FULL PAGE PACKAGE

#### Brand Builder

- Full Page Print Ad Cowgirl Magazine
- 60 day banner ad campaign on cowgirlmagazine.com  
Filmstrip Banner 300x600  
Plus 300x250 for mobile  
or  
Maxi Leader Board 970x250  
Plus 728x90 & 300x100 for mobile
- 2 Premium Social Media Campaigns - Facebook, Pinterest, Twitter, Instagram, and E-Blast
- 1 Native Content Campaign  
Sponsored content article  
+Premium Social Media Campaign

\$2100/month

# COWGIRL

## A DIGITAL ONLY APPROACH

If a **digital only** approach to advertising is your main focus, let COWGIRL put together a plan to meet your goals.

You provide the banner ads and let COWGIRL build the social media creative. We will need images and product or company descriptions and we will write tag lines and copy and select images that we feel have the best chances at success. Let our experienced social media team do the work!

COWGIRL editors have committed to creating deeper social engagement and conversation with our social media audience. This dedicated effort to deliver content that resonates is driving impressive interaction, and these social platforms deliver 68% of all traffic to cowgirlmagazine.com.

With our Social Media Campaigns, we put your brand and products in front of an extremely large and engaged audience of women who love what our platform has to offer.

## SOCIAL MEDIA PROWESS

**FACEBOOK:** 507,000 - 82% female - 18% male

- Accounts for 50% of traffic to cowgirlmagazine.com
- 1.3 million monthly engagements

**INSTAGRAM:** 140,000 Followers

- Popular posts on Instagram receive between 25,000 and 75,000 impressions and reach 20,000 to 50,000 followers on average. Monthly impressions exceed 2.5 million!

**PINTEREST:** 4.2 million monthly audience reach

- 44,000 Followers - 85% female
- 157,000 monthly engaged
- Accounts for 20% of all unique visitor traffic to cowgirlmagazine.com

**TWITTER:** 5500, - 82% female

- Average 240,000 monthly Tweet Impressions in 2019.

## Digital Prime 1

# \$750

Billed Monthly

30 DAY PLAN

### Digital Prime 1

- 30 day banner ad campaign on cowgirlmagazine.com

Filmstrip Banner 300x600  
Plus 300x250 for mobile  
or  
Leaderboard 970x250  
Plus 300x100 & 728x90 for mobile

- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and E-Blast

\$750

## Digital Prime 2

# \$1500

Billed Monthly

30 DAY PLAN

### Digital Prime 2

- 30 day banner ad campaign on cowgirlmagazine.com

Filmstrip Banner 300x600  
Plus 300x250 for mobile  
or  
Leaderboard 970x250  
Plus 300x100 & 728x90 for mobile

- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and E-Blast
- 1 Native Content Campaign Sponsored content article +Premium Social Media Campaign

\$1500

## Digital Prime 3

# \$2000

Billed Monthly

30 DAY PLAN

### Digital Prime 3

- 30 day double banner ad campaign

Filmstrip Banner 300x600  
Plus 300x250 for mobile  
**AND**  
Leaderboard 970x250  
Plus 300x100 & 728x90 for mobile

- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and E-Blast
- 1 Native Content Campaign Sponsored content article +Premium Social Media Campaign

\$2000



# COWGIRL

COWGIRL Brand Lab  
We create for you.

## BRAND INSPIRED

COWGIRL Brand Lab helps brands become storytellers and storymakers, connect to audiences, and build brand loyalty and affinity. Our goal is to create authentic conversations, drive participation and impact our world using your content as interpreted by the creatives at COWGIRL. We are:

## DIGITAL PRODUCERS

We provide turnkey support for custom products and campaigns, technical guidance on campaign specifications, troubleshooting, and performance reporting.

## SOCIAL ENGAGEMENT MANAGERS

We amplify and socialize your content in tandem with COWGIRL editorial teams and external partners to paint a picture that best represents your brand image to cause engagement and direct responsive results.

## BRANDED CONTENT & MARKETING EXPERTS

We can elevate your voice in the market and cultivate successful content strategies and distribution across all platforms.

## CREATIVES, EDITORS, INFLUENCERS & CURATORS

We spark meaningful conversations and craft shareable content that resonate with our audience, increase brand visibility and drive participation.



## BRAND LAB SERVICES

### PHOTOGRAPHY

COWGIRL photographers have a keen eye for capturing the modern Western spirit for women. We aim to elevate your brand with simply stunning photography that exudes confidence, color and the professional look that will set your brand apart from all others.

### VIDEO PRODUCTION

The COWGIRL Crew uses cinematic cameras and equipment that will give your brand a professional and cultured look. We write, produce, edit and distribute. From a two-minute brand statement to a 30 minute in-depth profile, your custom video will speak volumes about your brand and can be trusted in the hands of the COWGIRL Brand Lab team of professional videographers.

### AD CREATIVE

COWGIRL Brand Lab can build your ad. Whether we photograph it in-house or use your existing imagery, our digital production team will give you an single ad or a complete campaign that will stand out and demand attention.

### CAMPAIGN CREATION AND BRAND DEVELOPMENT

Ready to launch your next campaign, let the professionals at COWGIRL Brand Lab help you create, schedule and distribute your next campaign. We can combine all of our services to help you create a comprehensive and effective programs across all platforms that will get your brand noticed and your message talked about.

### LET'S MEET

To learn more about how the COWGIRL Brand Lab can help your brand get the traction it needs in the competitive Western market, ask your COWGIRL Advertising Brand Manager to set up a meeting with the COWGIRL Brand Lab executive team.



Photography by Ken Amoroso

# COWGIRL™



## PRINT MAGAZINE SPECS:

COWGIRL is 100% color and digitally produced using the Web Coated SWOP protocol for Grade 3, 70# glossy paper. We require all ad materials be submitted in a digital color format.

- 300 ppi
- CMYK
- Embed fonts and graphics

Bleed dimensions must provide 1/8" trim on all four sides and a 1/4" safety on all four sides for live matter. Trim Size: 8" W x 10.875" H. Binding Method: Perfect

## GRAPHICS & FONTS:

All graphics must be at least 300 ppi at 100% true size in your document. All files flattened. CMYK process colors only. No spot or Pantone colors. Fonts must be outlined or embedded.

## FORMATS:

Please submit properly created and pre-flighted press-ready PDF (2400 dpi, 150 line-art frequency, CMYK, all layers flattened, all fonts embedded or outlined.) Be sure to include bleed settings if your ad is a bleed ad.

Illustrator, Photoshop, InDesign and TIFF files are also acceptable.

## AD SUBMISSION:

Please submit artwork and ad materials to your COWGIRL Advertising Brand Manager via email or file sharing software such as DropSend or hightail.com.

For technical support on file submissions, please contact: [ken@cowgirlmagazine.com](mailto:ken@cowgirlmagazine.com)

## Ad Director

CALLIE TICE  
Fashion, Apparel, Boots,  
Accessories  
[callie@cowgirlmagazine.com](mailto:callie@cowgirlmagazine.com)  
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## Brand Managers

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