



COWBOYS & INDIANS

THE PREMIER MAGAZINE OF THE WEST

2016

MEDIA KIT





OUR MISSION



Look beyond the title and you'll find that *Cowboys & Indians* is all about passion for a place called the American West. For more than 20 years, we've had a finger on the pulse of the best of the West in stories and images—and ads—that bring the passion home.

That's why our readers are a devoted bunch. Well-educated and well-heeled, they are equally passionate about the Western lifestyle, whether they live it or just love it. They are active shoppers, travelers, and collectors who look to *C&I* to showcase the unique products that enhance their lives.

In every issue, there are stunning new dream homes and gorgeous views. The hottest styles in Western fashion and Native American jewelry. Noted Western artists, writers, and photographers. Recommendations for little-known resorts and memorable getaways. Unique shopping discoveries and great food and drink. Revealing conversations with celebrities like Sam Elliott, Wes Studi, and Kevin Costner about their deeply rooted ties to the West.

Our readers—and our advertisers—are passionate about the romance of the past, the spirit of the present, and the promise of the future of the American West. If that sounds like the kind of company you like to keep, we invite you to join us in the pages of *Cowboys & Indians*. Welcome!



"*Cowboys & Indians* offers an image and a response unlike any other magazine I have ever advertised with. The *C&I* team acts as a partner to my business and genuinely cares about my success."

Dave Marold ★ President of The Bohlin Company



◀ FENCE POSTS ▶



FASHION

Find all the finest accouterments of the Western lifestyle.

ART & HOME

Step inside the West's grandest homes and meet top new artists.

ENTERTAINMENT

Sit down with classic western legends and the latest stars of stage and screen.

FOOD & DRINK

Discover foodie finds and recipes from the West's top chefs.

TRAVEL

Explore the natural beauty and wonders of the West.

RODEO & EQUINE

Experience the excitement of the arena and the thrill of the ride.

HISTORY

Step back in time as the Old West comes vividly back to life.

OUR VALUED READERS

CIRCULATION:

170,000+

We've seen an industry-defying growth of 32% in subscription sales since 2012.

AUDIENCE:

2 MILLION+

Between the magazine, newsletter, website, and social media channels, the *Cowboys & Indians* brand is reaching an average audience of more than 2 million monthly.

AVERAGE AGE: 51

One quarter of our readers are between the ages of 25 to 44.

MALE/FEMALE

READERSHIP: 48/52

ACTIVE

88% Dine Out

85% Shop for Clothes and Accessories

58% Go to the Movies

50% Attend Music Performances

44% Go to Museums

38% Attend Rodeo

34% Hike/Backpack

29% Engage in Shooting Sports

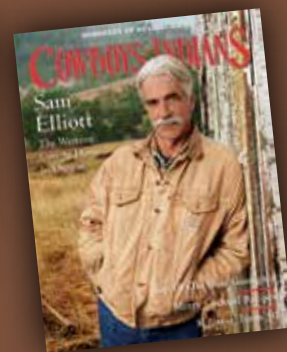
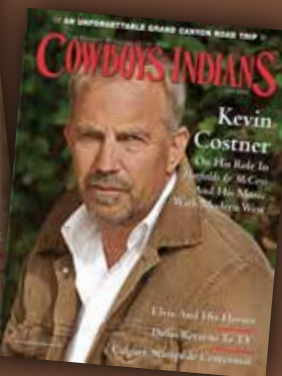
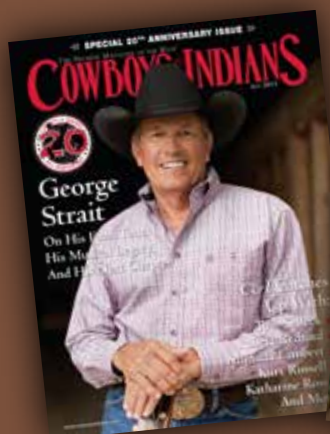
20% Play Golf

WELL-TRAVELED

Cowboys & Indians readers are passionate about travel, both in and out of the United States. Readers took an average of five domestic trips in the past year. Internationally, they've taken an average of 2.7 trips in the last 12 months. It's no wonder more than two-thirds of *Cowboys & Indians* readers consider themselves "well-traveled."

67% have used articles or information from *Cowboys & Indians* to plan travel, lodging, and other activities.

Cowboys & Indians readers spare no expense when vacationing. Nearly 1 in 5 readers spent more than \$10,000 vacationing in the past year. On average, they spent \$6,300 in the past 12 months.



◀ AN ACTIVE AUDIENCE ▶

EQUINE ENTHUSIASTS

Horses are synonymous with Western culture, so it's no surprise that one in four *Cowboys & Indians* readers owns a horse and enjoys many of the activities and events that go along with horse ownership, including:

71% Pleasure Riding

57% Trail Riding

42% Riding/Training Classes

21% Working Cow Horse Competitions

19% Breeding

ART LOVERS

Our readers' passion for the West is mirrored by their love of art, especially Western and Native American-influenced art. They enjoy shopping for antiques and going to art galleries. In the last year:

80% read a magazine article about Western or Native American art

58% looked at Western or Native American art online

45% shopped at a Western or Native American art gallery

41% visited a Western or Native American art museum

27% purchased a book about Western or Native American art

STYLISH SHOPPERS

Cowboys & Indians is the ultimate shopping source for fans of the Western lifestyle. Readers have told us again and again that they turn to our pages—both advertising and editorial—to see the latest in Western fashion, jewelry, home décor, and gifts.

Jewelry, Western apparel, handbags, and cowboy boots are the most purchased fashion items by *Cowboys & Indians* readers. Nearly 50% of readers have purchased furniture in the past year.

Expecting the best, *Cowboys & Indians* readers will spend more for higher quality products and those made by companies they trust.



70% of readers have made a purchase based on an advertisement in *Cowboys & Indians*.



LONG AND LOYAL READER RELATIONSHIPS



Cowboys & Indians readers are loyal to the magazine. Their passion for the publication is as strong as their passion for Western culture. Not only do they enjoy spending time reading the magazine, they also integrate the magazine into their lives by discussing articles with others and visiting advertiser websites. An obvious trusted source, *Cowboys & Indians* is the perfect partner to reach an engaged and motivated audience.

Cowboys & Indians readers have long relationships with the magazine.

- The average *Cowboys & Indians* reader has been enjoying the publication for 5.8 years!
- 43% have been reading for 5+ years.

Cowboys & Indians readers value their time with the magazine.

- On average, *Cowboys & Indians* readers spend nearly 90 minutes with each issue!
- 1 in 5 readers spends 2 or more hours with each issue.


Cowboys & Indians motivates readers to take action!

As a result of reading *Cowboys & Indians*, in the last 12 months:

- 3 out of 4 readers visited an advertiser's website.
- 3 out of 4 readers discussed an article or referred someone to it.
- 1 out of 4 readers bought/ordered a product.

Cowboys & Indians readers love the magazine!

- 8 out of 10 readers rate *Cowboys & Indians* as "One of My Favorites."



"As an enterprise of the Navajo Nation, we enjoy showcasing our handmade Navajo jewelry in *Cowboys & Indians* magazine. We feel that we are able to reach beyond our geographical area to everyone who loves the Western cowboy and American Indian experience."

JT Willie ★ Navajo Arts & Crafts Enterprise



QUALITY CIRCULATION



Every year, *Cowboys & Indians* invests hundreds of thousands of dollars generating new readers—not just any reader, but what we like to call a high quality reader. By focusing investment on quality readership, we attract a customer who is more loyal and passionate about the lifestyle and its products and services.

- 98% of total circulation is PAID. Not sponsored, partnership, or other agency sources—just paid.
- 20% of *Cowboys & Indians*' paid circulation is sold on the newsstand, another sign of a healthy circulation base. These readers are making the decision EACH ISSUE to buy *Cowboys & Indians* magazine. Out of all of the titles audited by the Alliance for Audited Media (AAM), *Cowboys & Indians* has one of the highest percentages of single copy sales to total copy sales. Our high-quality reader is also willing to pay a nice, high price for the magazine—\$6.99 per copy.
- *Cowboys & Indians*' 32% subscription growth since 2012, accomplished while maintaining a high subscription price, is a positive reflection on the strength and quality of our audience.

“Our company has been advertising consistently with *Cowboys & Indians* for almost 20 years. Over that time span we have also appeared in other Western publications, but no other has shown the access to, and effectiveness with, our target Western-lifestyle consumer. As a small family-owned company, each marketing dollar is precious, and *C&I* continues to justify our investment in their publication.”

Casey Vogt ★ Vogt Silversmiths

EDITORIAL CALENDAR

FEBRUARY/MARCH

Annual Photo Contest



Space: November 13, 2015
Materials: November 20, 2015
On Sale: January 19, 2016

APRIL

Spring Fashion



Space: December 30, 2015
Materials: January 8, 2016
On Sale: March 1, 2016

MAY/JUNE

Best of the West Issue



Space: February 19, 2016
Materials: February 26, 2016
On Sale: April 19, 2016

JULY

Summer Travel Special



Space: April 8, 2016
Materials: April 15, 2016
On Sale: June 7, 2016

AUGUST/SEPTEMBER

Native & Western Art Issue



Space: May 20, 2016
Materials: May 27, 2016
On Sale: July 19, 2016

OCTOBER

Fall Fashion



Space: July 1, 2016
Materials: July 8, 2016
On Sale: August 30, 2016

NOVEMBER/DECEMBER

Holiday Gift Guide



Space: August 19, 2016
Materials: August 26, 2016
On Sale: October 18, 2016

JANUARY 2017

Western Design Issue



Space: September 30, 2016
Materials: October 7, 2016
On Sale: December 6, 2016

IN EVERY ISSUE



Native American and Western artists, both contemporary and historic, in Art Gallery



Excerpts from cowboy poet Red Steagall's radio show in Cowboy Corner



Recipes, libations, and culinary adventures in Western Gourmet



Upcoming rodeos, Native American festivals, and Western events in Showtime



The latest music, books, and DVDs in Media Roundup



Gorgeous architecture and interior design in Home Interiors



Profiles of ranch and Native life in Living West



One-on-one celebrity interviews in Live From

WHY MAGAZINES?

Why advertise in *Cowboys & Indians*? Because magazines continue to outperform other media in pairing ads with related content, adding credibility, delivering valuable information, and influencing purchase decisions. Because the magazine experience is based on trusted editorial content complemented by relevant advertising, magazine ads result in superior levels of ad receptivity, online searches, purchase intent, and overall engagement.

- 91% of all adults, 94% of all adults under 35, and 96% of adults under 25 read print or digital magazines.
- Magazine readers are more likely than non-readers to make online purchases.
- Print magazines are the most preferred place to look at advertising and rank #1 in commanding consumer attention and advertising acceptance.
- 59% of readers took action or plan to take action as a result of exposure to specific print magazine ads.
- Magazine advertising frequency improves brand metrics.
- Affluent buyers are print magazine readers.

Statistics provided by MPA Factbook 2013/2014

“*C&I* is one of the most significant Western lifestyle and art publications in the country. The diversity of articles that range from contemporary to traditional arts enable the collector to view a wide range of today’s Western art and style. As a long-time advertiser in *C&I*, we have consistently seen our ads generate responses that lead to sales. Sorrel Sky Gallery considers *C&I* to be an A-list publication, and it is always included in our annual marketing plan.”

Shanan Campbell Wells ★ Sorrel Sky Gallery

ADVERTISING DEADLINES

DEADLINES

Issue	Space	Materials	On Sale
February/March	November 13, 2015	November 20, 2015	January 19, 2016
April	December 30, 2015	January 8, 2016	March 1, 2016
May/June	February 19, 2016	February 26, 2016	April 19, 2016
July	April 8, 2016	April 15, 2016	June 7, 2016
August/September	May 20, 2016	May 27, 2016	July 19, 2016
October	July 1, 2016	July 8, 2016	August 30, 2016
November/December	August 19, 2016	August 26, 2016	October 18, 2016
January 2017	September 30, 2016	October 7, 2016	December 6, 2016

CONTACT C&I ADVERTISING

Visit www.cowboysindians.com/advertise or contact Keely Junot, advertising coordinator, at 214.239.6964, fax 214.750.4522, or email kjunot@cowboysindians.com.



“We have been in the Native American jewelry and art business for more than 20 years. We started advertising in every issue of *Cowboys & Indians* in 2011, and our sales have increased steadily since! The loyal *C&I* readers have enabled us to seek out the really special high-end Native American jewelry that we showcase in our ads. Thank you *C&I* for branding our business!”

Sam Abweh ★ Samsville Gallery

ADVERTISING GUIDELINES

DISPLAY AD SIZES

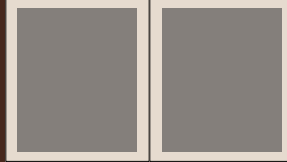
Spread

Trim: 16.75" x 10.875"
Pull Bleed to: 17" x 11.125"



Full Page

Trim: 8.375" x 10.875"
Pull Bleed to: 8.625" x 11.125"



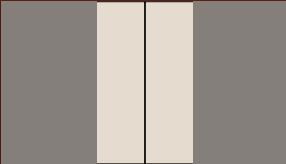
Billboard

Trim: 16.75" x 5.375"
Pull Bleed to: 17" x 5.625"



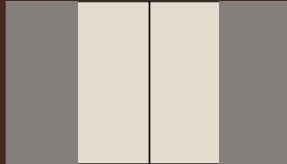
2/3 Vertical (Bleed)

Trim: 5" x 10.875"
Pull Bleed to: 5.25" x 11.125"



1/2 Vertical (Bleed)

Trim: 4" x 10.875"
Pull Bleed to: 4.25" x 11.125"



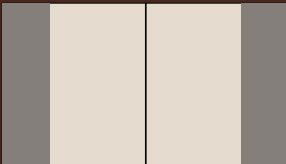
1/2 Horizontal (Non-Bleed)

7.125" x 4.675"



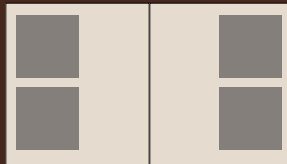
1/3 Vertical (Bleed)

Trim: 2.75" x 10.875"
Pull Bleed to: 3" x 11.125"



1/3 Square (Non-Bleed)

4.625" x 4.625"

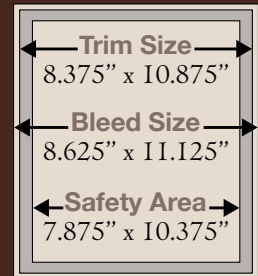


1/4 Vertical (Non-Bleed)

3.5" x 4.675"



Example: Full Page



PLEASE NOTE

TRIM

Final, cropped size of your ad.

BLEED

Add .125" to all sides of your Trim size.

SAFETY

Subtract .25" from Trim size. All type and logos should be within the Safety area.

Make sure crop marks are offset by at least .125".

DISPLAY AD MATERIALS GUIDELINES

- High-resolution, press-ready PDF files preferred. EPS, JPG, and flattened TIFF files also accepted.
- Document must be built to the correct size.
- Color mode must be CMYK; no spot or Pantone colors.
- All image files must be updated and embedded, and have an effective resolution of 300 ppi or greater.
- Include your company name in the file name.

SENDING INSERTION INFORMATION

Please include:

- Name of the ad file being sent.
- Contact information of the person responsible for the production of the ad.

Pickups:

- Submit in writing.
- Include issue date/cover.

SEND AD VIA EMAIL

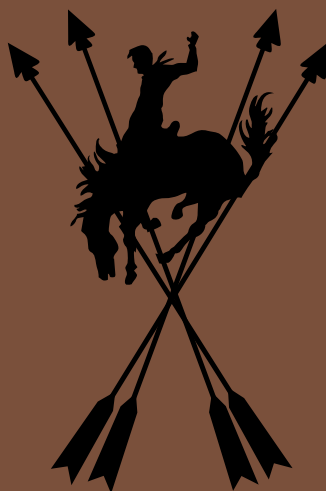
Send collected, stuffed files by email to:
coor@cowboysindians.com

SEND AD VIA THIRD PARTY TRANSFER

Files over 10MB may be sent via third party transfer website,
c/o: coor@cowboysindians.com

SEND AD VIA MAIL

Send your CD or disk along with a SWOP proof to:
Cowboys & Indians
Keely Junot
6688 N. Central Expressway, Suite 650
Dallas, TX 75206



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6688 N. Central Expressway, Suite 650, Dallas, TX 75206

214.750.8222 | fax 214.750.4522

www.cowboysindians.com



PHOTOGRAPHY: SERGIO GARCIA

EDITORIAL CALENDAR PHOTOGRAPHY: (FEBRUARY/MARCH) DAVID HUBER, (APRIL) SERGIO GARCIA,
(MAY/JUNE) ROBERT STRICKLAND, (JULY) CHAD COPPESS, (AUGUST/SEPTEMBER) KEN BROWN,
(OCTOBER) SERGIO GARCIA, (NOVEMBER/DECEMBER) AARON DOUGHERTY, (JANUARY) CHRISTOPHER MARONA