

COWGIRL®

Inspiring the modern Western lifestyle

MEDIA KIT 2021

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

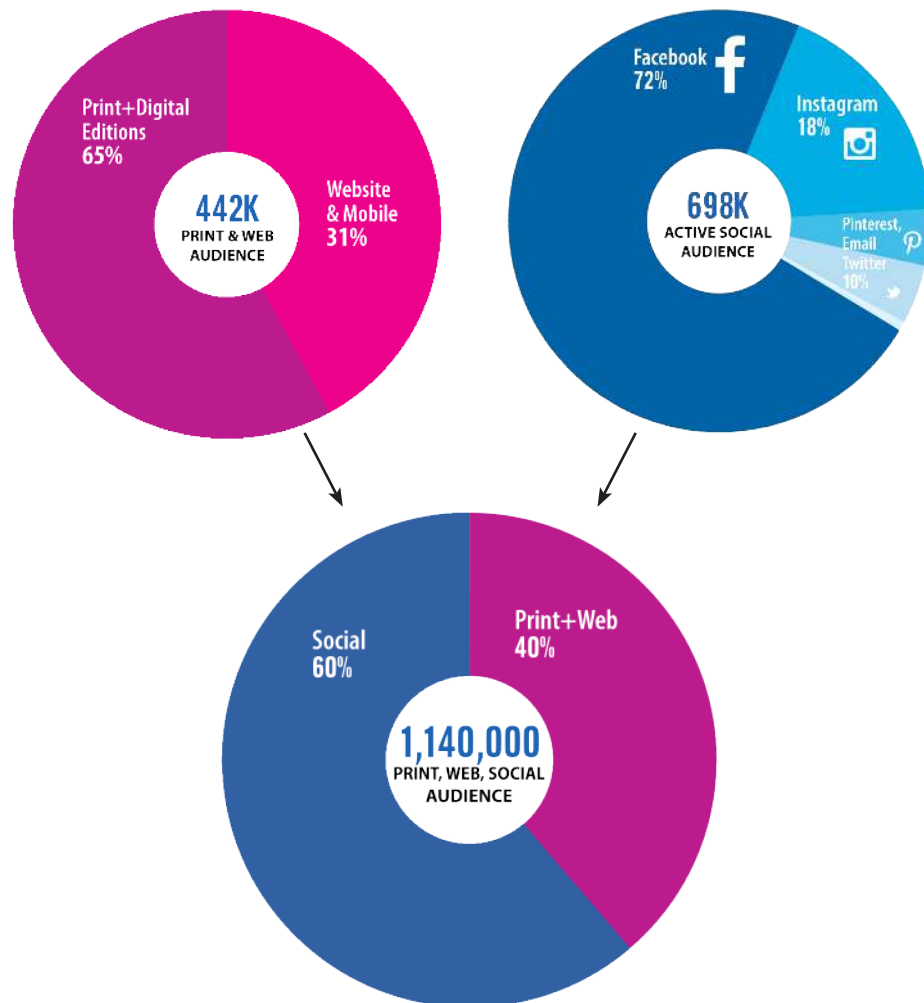
Horses
Fashion
Home Decor
Travel & Events
Art & Architecture



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, 9/20)
- 500,000 page views each month (Source: GA, 9/20)
- 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

2021 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 | \$1071 | \$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 2021

Reserve space by October 20 ▪ Ad due October 27
Mailed to Subscribers November 17 ▪ On Sale December 8, 2020

MARCH/APRIL 2021 ▪ SPRING FASHION

Reserve space by December 22 ▪ Ad due December 29
Mailed to Subscribers January 19 ▪ On Sale February 9, 2021

MAY/JUNE 2021

Reserve space by February 16 ▪ Ad due February 23
Mailed to Subscribers March 15 ▪ On Sale April 6, 2021

JULY/AUGUST 2021

Reserve space by April 20 ▪ Ad due April 27
Mailed to Subscribers May 17 ▪ On Sale June 8, 2021

SEPTEMBER/OCTOBER 2021 ▪ FALL FASHION

Reserve Space by June 8 ▪ Ad due June 15
Mailed to Subscribers July 12 ▪ On Sale August 3, 2021

NOVEMBER/DECEMBER 2021 ▪ HOLIDAY GIFT GUIDE

Reserve space by August 17 ▪ Ad due August 24
Mailed to Subscribers September 13 ▪ On Sale October 5, 2021

JANUARY/FEBRUARY 2022

Reserve space by October 19 ▪ Ad due October 26
Mailed to Subscribers November 15 ▪ On Sale December 7, 2021

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

2021 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 35,000 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 45,000 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 45,000 email subscribers.

INSTAGRAM STORIES PROMOTIONS: \$10 PER THOUSAND FOLLOWERS

With more than 185,000 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



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

\$1600

60 Day Digital & Print Campaign

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 Native Content Campaign Sponsored content article +Premium Social Media Campaign

\$1600

Digital Pro 2

\$3200

60 Day Digital & Print Campaign

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

\$3200

Brand Builder

\$4200

60 Day Digital & Print Campaign

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

\$4200

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: 185,000 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: 8.8 million monthly audience reach

- 76,000 Followers - 85% female
- 548,000 monthly engaged
- Accounts for 20% of all unique visitor traffic to cowgirlmagazine.com

TWITTER: 60t00, - 82% female

- Average 240,000 monthly Tweet Impressions in 2020.

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 exiting 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 Amorosano

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

Ad Director

CALLIE TICE
Fashion, Apparel, Boots,
Accessories
callie@cowgirlmagazine.com
(817) 269-1240

Brand Managers

ALEXANDRA MORCOM
Equine, Tack, Events
Tourism, Horse Sales
alex@cowgirlmagazine.com
(405) 626-7673

GEENA MARCUZZO
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Home Decor, Western Travel
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