The COWGIRL website is an incomparable destination for the COWGIRL visitor who is searching for the newest products, the most recent events, and the latest news with a female perspective from COWGIRL.

1,750,000+  
AVERAGE PAGE VIEWS/MONTH

385,000+  
AVERAGE VISITS/MONTH

350,000+  
AVERAGE MONTHLY VISITORS

3.75  
PAGE VIEWS/VISIT

Source: Google Analytics, November 2021

For more information, contact your sales representative or COWGIRL Advertising at ADS@COWGIRLMAGAZINE.COM
SOCIAL MEDIA

OVERVIEW

*COWGIRL*’s active social media footprint connects with its audience in meaningful ways like never before, with over 882K+ followers across Facebook, Instagram, Pinterest, Twitter, YouTube, and Mail Chimp.

**FACEBOOK FANS**: 504K+

**INSTAGRAM FOLLOWERS**: 230K+

**PINTEREST FOLLOWERS**: 105K+

**OPT-IN E-MAIL SUBSCRIBERS**: 53K+

**SOCIAL AUDIENCE TOTALING**: 900K+

Source: Facebook, Instagram, Pinterest, Twitter (6745), YouTube (2720), Mail Chimp, November 2021.
AUDIENCE
VISITOR DEMOGRAPHICS

Source: Google Analytics, Facebook Insights, Instagram combined average July 2021.
COWGIRLMAGAZINE.COM

STANDARD ADVERTISING OPPORTUNITIES

Standard opportunities for media placement on Cowgirlmagazine.com enable advertisers to position their brands across the entire website. Cowgirlmagazine.com consistently draws new viewers with up to ten new pieces of content added daily.

RUN OF SITE
Your ads run on every page of Cowgirlmagazine.com. Guaranteed impressions of 40,000 in 30 days. All advertisers added to House Rotation for free bonus views.

DIFFERENT ADS SIZES FOR DIFFERENT DEVICES
The Filmstrip and Leaderboard Positions require different ad sizes for different devices. This ensures your message is displayed with the most impact for Desktop, Tablet, and Mobile.

- 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 40,000 impressions/30-day period
- Rotated equally on all pages.
- All advertisers added to House Rotation for bonus views.
WEBSITE TAKEOVER

1 week of locked display ad units above the fold on all pages
plus locked 300x100 ad at bottom of all mobile pages
1 week of rotating ads in all positions on all pages plus 30-day Leaderboard banner
Includes Premium Social Media promotion plus E-blast inclusion
$1995

NATIVE FEATURE

Dedicated native feature article on Cowgirlmagazine.com
Includes Premium Social Media promotion plus E-blast inclusion
$1250

SPONSORED EDITION DEDICATED EBLAST

Branded sponsorship with "Presented by" language at the top of eblast
$35 per thousand ($1785 for 51K)

BRANDED CONTENT

Written by the COWGIRL digital marketing team, branded content on Cowgirlmagazine.com engages users within the editorial framework of the site. In conjunction with traditional display media, sponsored content leads to higher click-through rates and greater engagement.
BRANDED CONTENT
SOCIAL MEDIA

Access COWGIRL’s powerful and passionate audience through a custom social media promotion. Written by the COWGIRL editors, sponsored social media campaigns are dedicated to an advertiser and its current brand efforts.

ACTIVATION OPPORTUNITIES
Product and Ticket Giveaways
On-location Promotions • Red Carpet Step & Repeat Coverage
COWGIRL Ladies Lounge Activations

SOCIAL MEDIA PROMOTIONS
Includes: One each Facebook post, Instagram post, Twitter post, Pinterest post, COWGIRL Hotlist E-Blast.
$795

INSTAGRAM POSTS & STORIES
Written by COWGIRL editors, the sponsored Instagram campaign is dedicated to an advertiser and its current brand efforts, designed to drive social awareness and visitation among COWGIRL’s most engaged followers.
$10 per thousand followers
EMAIL NEWSLETTER

Written by the editors, the weekly *Cowgirl* Hotlist email newsletters are opt-in extensions of the magazine, giving brands access to *Cowgirl*’s most engaged readers. Featuring a variety of original content, these newsletters are welcome sights in email inboxes across the country.

**COWGIRL HOTLIST**
53,000+ opt-in subscribers | Open rate: 34%

The latest news, fashion trends, and events as well as a steady flow of content from the pages of *COWGIRL* Magazine.

**STANDARD EDITION**
- 970x250
- Native sponsorship feature with link to advertiser’s URL

$15 per thousand

**SPONSORED EDITION**
- Newsletter written by Cowgirl editors fully dedicated to your brand.

$35 per thousand
<table>
<thead>
<tr>
<th>DIGITAL PACKAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENTS &amp; PREMIERES</td>
</tr>
<tr>
<td>Budget conscience packages designed to deliver immediate impact and large scale viewership for brands, events, products, and launches.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Pro 1</th>
<th>Event Pro 2</th>
<th>Event Pro 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$2500</strong></td>
<td><strong>$3500</strong></td>
<td><strong>$5000</strong></td>
</tr>
<tr>
<td>30 Day Digital Campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Week Site Takeover</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PRO EVENT PACKAGE 1**

- Site Takeover - 1 Week
- 30 day banner ad campaign on cowgirlmagazine.com
  - Filmstrip Banner 300x600
  - Plus 300x250 for mobile
  - Leaderboard 970x250
  - Plus 728x90 & 300x100 for mobile
- 1 Native Content Campaign
  - Sponsored content article
  - +Premium Social Media Campaign
- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and 30K E-Blast
- Ticket or Product Giveaway Campaign

**PRO EVENT PACKAGE 2**

- Site Takeover - 1 Week
- 30 day banner ad campaign on cowgirlmagazine.com
  - Filmstrip Banner 300x600
  - Plus 300x250 for mobile
  - Leaderboard 970x250
  - Plus 728x90 & 300x100 for mobile
- 2 Native Content Campaign
  - Sponsored content article
  - +Premium Social Media Campaign
- 2 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and 30K E-Blast
- Ticket or Product Giveaway Campaign

**PRO EVENT PACKAGE 3**

- Site Takeover - 2 Weeks
- 30 day banner ad campaign on cowgirlmagazine.com
  - Filmstrip Banner 300x600
  - Plus 300x250 for mobile
  - AND Leaderboard 970x250
  - Plus 728x90 & 300x100 for mobile
- 2 Native Content Campaign
  - Sponsored content article
  - +2 Premium Social Media Campaigns
  - 1 Dedicated 30K E-blast
- 2 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, 30K E-Blast
- Ticket or Product Giveaway Campaign

- Ticket or Product Giveaway Campaign
DIGITAL PACKAGES
BRAND, BOUTIQUE, PRODUCT
The most effective way to reach the COWGIRL social media audience. Combine banner ads with complete social media saturation and an e-blast to align your brand with COWGIRL's most engaged audience.

Digital Prime 1
$750
30 DAY PLAN
- 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

Digital Prime 2
$1500
30 DAY PLAN
- 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

Digital Prime 3
$2000
30 DAY PLAN
- 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
DIGITAL AD SPECIFICATIONS

GENERAL GUIDELINES
All materials due five business days prior to start. Email newsletter sponsored edition materials due two weeks prior to deployment.

• The lead time for standard creative is five business days
• All Flash files must contain a blank ClickTag command, and linking URLs should be listed separately
• Units must launch a new browser window when clicked
• All rich media ads must have an alternate GIF/JPEG version of creative
• DFP is used to serve all Cowgirl site ad units
• No PSA ads are allowed
• Mail Chimp is used to serve all newsletter placements
• Email newsletter banner ads must be static only
• Cowgirl reserves the right to terminate any campaign according to our discretion
• No geotargeting
• Best practice: provide a standard image file as backup for times when the user’s browser does not support creative functionality (e.g., HTML5)
• All Third Party Tags should be submitted containing all necessary pre-inserted macros.

PLEASE SEND ALL MATERIALS TO ADS@COWGIRLMAGAZINE.COM

STANDARD BANNERS
PRODUCT DIMENSIONS
• Filmstrip: 300 x 600
• Rectangle: 300 x 250
• Leaderboard: 970 x 250
• Tablet Leaderboard: 728 x 90
• Mobile Leaderboard: 300 x 100

SPECIFICATIONS
• Formats: GIF, Image, HTML5
• 40k max GIF/JPEG; up to 3 loops with 15 seconds max animation (loops combined)
• Standard banners should be built with responsive capabilities

MOBILE SPECIFICATIONS
Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF
• 15k max file size GIF/JPEG
• Host max animation seconds: 10–15 seconds max; GIF animation or HTML5—no flash

RICH MEDIA
IN-BANNER VIDEO ADS
PRODUCT DIMENSIONS
• Leaderboard: 970 x 250
• Filmstrip Ad: 300 x 600
• Medium Rectangle: 300 x 250
• Tablet Leaderboard: 728 x 90
• Mobile Leaderboard: 300 x 100 (no flash)

SPECIFICATIONS
• In-banner video ads must be user initiated
• 40k max initial load / 100k subsequent polite load / 2.2MB max for file-loaded video
• Max video length: 15 seconds
• Video cannot loop more than one time and cannot exceed 15 seconds total animation

EMAIL NEWSLETTERS
SPONSORSHIPS
PRODUCT DIMENSIONS
• 970 x 250 • Click redirect URL

SPECIFICATIONS
• 40k max file size
• NOTE: third-party impression or click tracking pixels are not accepted
• Formats: GIF, JPEG

SPONSORED EDITION
PRODUCT DIMENSIONS
• 970 x 250 • Click redirect URL
• 2–3 high-resolution photo options
• Talking points

SPECIFICATIONS
• 40k max file size
• NOTE: third-party impression or click tracking pixels are not accepted

THIRD-PARTY ADS
WE ACCEPT RICH MEDIA ADS FROM THE FOLLOWING VENDORS
• Atlas
• Arrivalist
• Bluestreak
• Conversant
• Eyeblaster
• DoubleClick Rich Media
• EyeWonder
• Falk Realtime
• Flashtalking
• Klipmart
• MediaMind
• Mediaplex
• Motif
• PointRoll
• Trueffect
• Unicast/Viewpoint
• United Virtualities