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.

Furthermore, COWGIRL’s digital footprint is unrivaled in the Western industry. With an audience of more than 1.2 million monthly combined, there is no more effective way to reach this premiere audience of active women living the Western way of life than through the carefully curated pages and digital platforms that are COWGIRL.

IT’S ABOUT THE WESTERN WAY OF LIFE.
BRAND PILLARS

THE WESTERN WAY OF LIFE
Empowered Cowgirls • Horse Culture
Fashion • Family • Ranching
Rodeo • Events • Rustic Entertaining

STYLE & CULTURE
Fashion • Jewelry • Hat & Boot Culture
Shopping • First Looks • Trends

TRAVEL & ADVENTURE
Hotels • Lodges • Destination Guides
Dude Ranch Vacations

HOME ON THE RANGE
Beautiful Homes and Ranches
Home Decor • DIY Inspo

LOVE & WEDDINGS
Cowgirls In Love • Nuptial Inspiration

FOOD & DRINK
Western Influenced Recipes, Cocktails,
Restaurants, and Chefs
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 her modern Western lifestyle—no matter where she lives.

I just wanted to express my gratitude for Cowgirl Magazine; I have read every issue cover-to-cover for years now and check the blog on the website every morning with coffee. I wanted to specifically reach out to share my appreciation for the list of books you publish every month.

In a fast-paced digitized world, it’s so nice to resort to a niche of books related to such a collective interest and I am enlightened to be an active reader because of it.—

COWGIRL READER, BUCKEYE, ARIZONA
COWGIRL READERS ARE PASSIONATE AND HAVE THE MEANS TO EMBRACE THE LIFESTYLE

- 85% are 35+
- 96% female
- 4% male
- $125,000 average HHI
- 6+ trips per year
- 82% owns home
- 50% owns other real estate
- 54% own horses
- 76% purchased jewelry in the past 12 months
- 90% regularly wear boots and jeans

Source: COWGIRL 2020 Subscriber Survey
2022
EDITORIAL

JAN/FEB
YELLOWSTONE INSPIRED
Ad Close November 9 • On Sale December 28, 2021

MAR/APR
TRAVEL ISSUE
Ad Close January 11 • On Sale March 1, 2022

MAY/JUN
EQUESTRIAN LIFESTYLE
Ad Close March 8 • On Sale April 19, 2022

JUL/AUG
HOME AND RANCH
Ad Close May 10 • On Sale June 28, 2022

SEP/OCT
FALL FASHION
Ad Close June 28 • On Sale August 16, 2022

NOV/DEC
NFR/HOLIDAY FASHION & GIFT GUIDE
Ad Close September 6 • On Sale October 18, 2022

Materials due one week after ad close. Editorial calendar subject to change.
# RATES

## PRINT FREQUENCY DISCOUNTS

<table>
<thead>
<tr>
<th></th>
<th>1 X</th>
<th>3 X</th>
<th>6 X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4 COLOR</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,146</td>
<td>$2,849</td>
<td>$2,588</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,390</td>
<td>$2,174</td>
<td>$1,977</td>
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<tr>
<td>1/2 Page</td>
<td>$1,796</td>
<td>$1,639</td>
<td>$1,491</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,071</td>
<td>$977</td>
<td>$888</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$550*</td>
<td>$550*</td>
<td>$550*</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>1 X</th>
<th>3 X</th>
<th>6 X</th>
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</thead>
<tbody>
<tr>
<td><strong>COVERS</strong></td>
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<tr>
<td>Cover 2</td>
<td>$3,796</td>
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<td>Cover 3</td>
<td>$3,396</td>
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<tr>
<td>Cover 4</td>
<td>$3,996</td>
<td>$3,996</td>
<td>$3,996</td>
</tr>
</tbody>
</table>

Rates are net. No additional charge for bleed.
* There are no frequency discounts for quarter page ads.

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FOR MORE INFORMATION
PLEASE CONTACT YOUR BRAND REPRESENTATIVE OR QUERY US AT ADS@COWGIRLMAGAZINE.COM
## PRINT AD SPECS

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

<table>
<thead>
<tr>
<th>NON-BLEED ADS</th>
<th>DOCUMENT SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (Gutter Bleed Only)</td>
<td>15.875 x 9.875</td>
</tr>
<tr>
<td>Full Page Non-Bleed</td>
<td>7.375 x 9.875</td>
</tr>
<tr>
<td>2/3 Page Non-Bleed</td>
<td>4.625 x 9.875</td>
</tr>
<tr>
<td>1/2 Page Vertical Non-Bleed</td>
<td>3.375 x 9.875</td>
</tr>
<tr>
<td>1/2 Page Horizontal Non-Bleed</td>
<td>7.375 x 4.875</td>
</tr>
<tr>
<td>1/3 Page Square Non-Bleed</td>
<td>4.625 x 4.875</td>
</tr>
<tr>
<td>1/4 Page Non-Bleed</td>
<td>3.5 x 4.5</td>
</tr>
</tbody>
</table>

**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.

Email ad materials to your Brand Manager and ads@cowgirlmagazine.com
The COWGIRL website is an incomparable destination for the visitor who is searching for the newest products, the most recent events, and the latest news with a female perspective.

COWGIRLMAGAZINE.COM

1.5 million
PAGE VIEWS/MONTH

345,000
UNIQUE VISITORS/MONTH

390,000
AVERAGE VISITS/MONTH

3.83
AVERAGE PAGE VIEW/VISIT

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.
COWGIRL's active social media footprint connects with its audience in meaningful ways with 882K+ followers across Facebook, Instagram, Pinterest, Twitter, YouTube, and Mail Chimp.

504,000
FACEBOOK

226,000
INSTAGRAM

100,000
PINTEREST

51,000
EMAIL SUBSCRIBERS

890,000
TOTAL SOCIAL AUDIENCE

Source: Facebook, Instagram, Pinterest, Twitter (6511), YouTube (2500), Mail Chimp, September 2021.
DIGITAL RATES

Written by the COWGIRL digital marketing team, branded content on Cowgirlmagazine.com engages users within the editorial framework of the site.

**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 40,000 impressions/30-day period  
- Rotated equally on all pages.  
- All advertisers included in House rotation for bonus views at no charge.

**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 FEATURES**

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

**SOCIAL MEDIA PROMOTIONS**

Includes: One each Facebook, Instagram, Twitter, Pinterest post, and COWGIRL Hotlist E-blast.  
$795

**INSTAGRAM 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.  
$5 per thousand followers ($1,130 for 226,000 followers)

**DIGITAL RATES**

Written by the COWGIRL digital marketing team, branded content on Cowgirlmagazine.com engages users within the editorial framework of the site.
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.

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 consistently 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.

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.

<table>
<thead>
<tr>
<th>PRINT &amp; DIGITAL PACKAGES</th>
<th>Digital Pro 1</th>
<th>Digital Pro 2</th>
<th>Brand Builder</th>
</tr>
</thead>
<tbody>
<tr>
<td>A MATCH MADE IN HEAVEN: PRINT + DIGITAL</td>
<td>$1600</td>
<td>$3200</td>
<td>$4200</td>
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<tr>
<td>THIRD PAGE PACKAGE</td>
<td>60 Day Digital &amp; Print Campaign</td>
<td>60 Day Digital &amp; Print Campaign</td>
<td>60 Day Digital &amp; Print Campaign</td>
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<tr>
<td>A SOCIAL MEDIA POWERHOUSE</td>
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<tr>
<td>Third Page Print Ad</td>
<td>Cowgirl Magazine</td>
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<tr>
<td>30 day banner ad campaign on cowgirlmagazine.com</td>
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<td></td>
<td></td>
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<tr>
<td>Fullstrip Banner 300x600</td>
<td></td>
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<tr>
<td>Plus 300x250 for mobile</td>
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<tr>
<td>or Maxi Leader Board 970x250</td>
<td></td>
<td></td>
<td></td>
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<td>Plus 728x90 &amp; 300x100 for mobile</td>
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<tr>
<td>1 Native Content Campaign</td>
<td>Sponsored content article</td>
<td></td>
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<tr>
<td>+Premium Social Media Campaign</td>
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<td>2 Premium Social Media Campaigns · Facebook, Pinterest, Twitter, Instagram, and E-Blast</td>
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<td>1 Native Content Campaign</td>
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<td>+Premium Social Media Campaign</td>
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</table>
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.
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**

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alex@cowgirlmagazine.com  
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