



MEDIA KIT 2022

COWBOYS & INDIANS

THE PREMIER MAGAZINE OF THE WEST

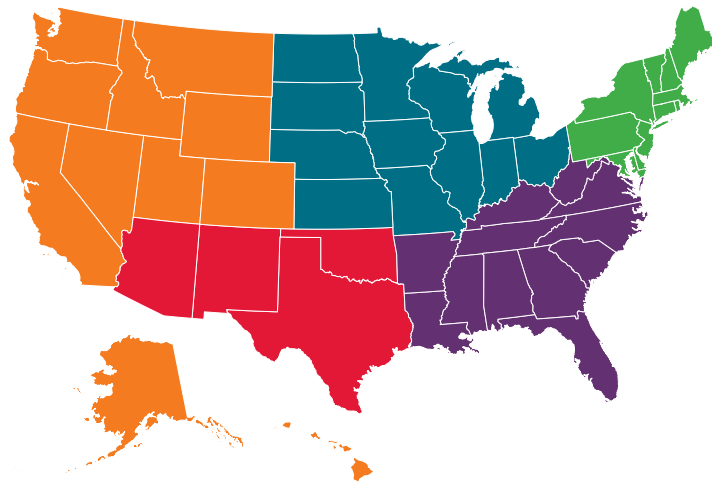
WWW.COWBOYSINDIANS.COM

3 MILLION

BETWEEN THE MAGAZINE, WEEKLY E-NEWSLETTER, WEBSITE, AND ACTIVE SOCIAL MEDIA PLATFORMS, THE C&I BRAND IS REACHING AN AVERAGE AUDIENCE OF CLOSE TO 3 MILLION PER MONTH.



U.S. READERSHIP BREAKDOWN



WEST 30% | SOUTHWEST 30% | MIDWEST 17%
SOUTHEAST 17% | NORTHEAST 6%

FREQUENCY:

8X

PER YEAR

THE MAGAZINE:

Readership of 500K

PER ISSUE

CIRCULATION:

160K

MALE/FEMALE READERSHIP: 48%/52%

AVERAGE AGE: 51

One quarter of our audience is between the ages of 25 and 44.

AVERAGE HOUSEHOLD INCOME: \$127,000

C&I'S CIRCULATION IS AUDITED BY THE AAM (ALLIANCE FOR AUDITED MEDIA).

CAMPAIGNS THAT COMBINE PRINT WITH DIGITAL IMPROVE PERSUASION METRICS BY MORE THAN

10%

AUDIENCE:

C&I's readers are qualified, decisive, and loyal to our brand and our advertisers. They consider the ads to be as visually appealing and interesting as the editorial content—a true testimony to the quality and relevance of our advertisers.

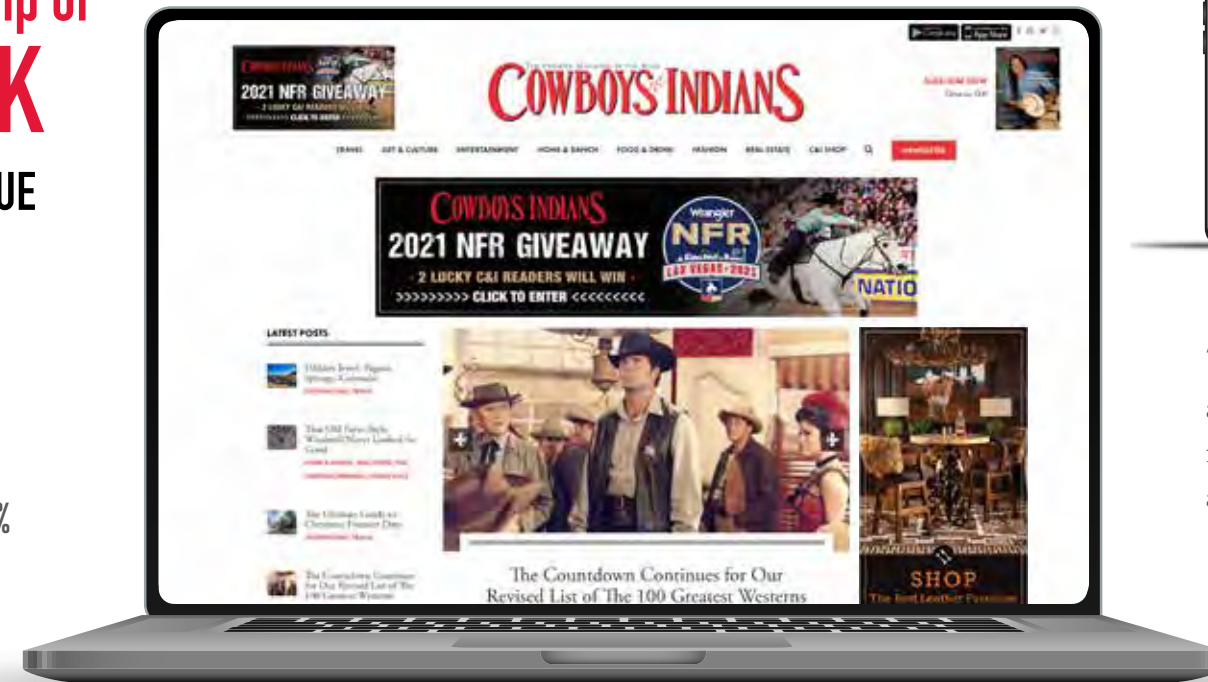
THE WEBSITE: COWBOYSINDIANS.COM

3.1M

Annual Pageviews*

178K+

Monthly Unique Visitors*



DIGITAL EDITION



THE APP:

The C&I digital edition and mobile app are optimized for a seamless reading experience. All ads and text are supported with hyperlinks.

WEEKLY E-NEWSLETTER:

150K+

OPT-IN SUBSCRIBERS*

SOCIAL MEDIA:

551K+

and growing*



75%

OF C&I READERS VISITED AN ADVERTISER'S WEBSITE.

*Source: MPE Tells & Sells 2017; TouchPoint Research Reader Survey 2015 | *Source: Google Analytics 2021 | *Source: Sprout Social 2021 | *Source: Campaign Monitor 2021

95%

 TOOK ACTION AS A RESULT OF READING C&I.

C&I READERS SPEND AN AVERAGE OF 90 MINUTES WITH EACH ISSUE!

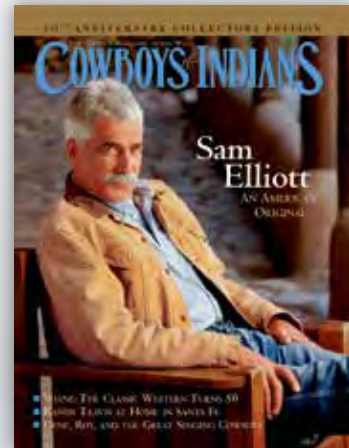
COWBOYS & INDIANS

IS THE VOICE AND VISION OF THE AMERICAN WEST, OLD AND NEW.

We connect our readers with Western and Native American culture through award-winning articles and stunning photography. Readers pore over our print issues and online content, spending an amount of time far greater than the industry average. No other magazine or media product in the Western-lifestyle market has the same authority or reach.

C&I has been engaging with dialed-in readers for almost 30 years. We offer a powerful mix of print and digital platforms that give our advertising partners effective ways to showcase their products and services to our robust and ever-growing audience. By joining us, advertisers extend their reach and connect expansively and authentically with their target audience—the C&I audience.

Throughout one of the most historically challenging periods the Western industry and the world beyond have seen, C&I has stayed consistent, producing quality content and delivering an enthusiastic audience for our advertisers and partners. Our place in the Western world is well established. There's no better product or brand to align with as we all look to brighter times ahead.



FASHION

Find the latest looks and accessories from the greatest Western and Native American brands and designers.

NATIVE LIFE

Explore Indigenous culture as it is remembered, honored, and experienced today.

ENTERTAINMENT

Get closer to modern stars of screens big and small, and rediscover the classics of the golden age of westerns.

TRAVEL

Explore scenic beauty, bucket-list itineraries, and all manner of experiences from rodeos to wellness retreats to outdoor adventures.

HISTORY

Live the legends, learn about the developments, and meet the colorful characters that shaped the West.

ART & CULTURE

Discover artists and artisans, galleries and museums, and the ways of life that make the West unique.

FOOD & DRINK

Whet your appetite for some of the finest food and wine, brews and spirits, dining destinations, and recipes.

HOME, RANCH, & REAL ESTATE

Get inside looks at ranches and properties in the West, and live vicariously through those who work the land and livestock.

FIND RICH CONTENT FROM ALL OF OUR CATEGORIES ACROSS PRINT, THE WEBSITE, AND SOCIAL MEDIA.



2022

EDITORIAL CALENDAR

FEBRUARY/MARCH

- + **PHOTOGRAPHY:** Essays and contest winners
- + **TRAVEL AND PHOTOGRAPHY:** Views and adventures at guest ranches
- + **STYLE:** Western weddings
- + **C&I MOVIE AWARDS:** Latest and greatest westerns and Native films

ADDITIONAL DISTRIBUTION

HOUSTON LIVESTOCK SHOW & RODEO | NATIONAL COWBOY POETRY GATHERING: ELKO, NV
 OUT WEST ART SHOW & SALE | THE GREAT WESTERN LIVING & DESIGN SHOW
 WESA: JANUARY MARKET | WESTERN HERITAGE ART SHOW
 ON SALE: JANUARY 18, 2022



APRIL

- + **SPRING FASHION:** Fresh looks and accessories
- + **SPRING CLEANING:** Decluttering and redesigning your Western space
- + **NATIVE LIFE:** A new Generation Next— young, Indigenous, influential
- + **TRAVEL:** Options for the four seasons of Western travel

ADDITIONAL DISTRIBUTION

DALLAS APPAREL & ACCESSORIES MARKET
 DALLAS TOTAL HOME & GIFT MARKET | ROUND TOP: SPRING SHOW
 SOUTHEASTERN COWBOY GATHERING: BOOTH WESTERN ART MUSEUM
 ON SALE: MARCH 1, 2022



2022

EDITORIAL CALENDAR

MAY/JUNE

- + **RENTING THE WEST:** Bunking beautifully in the great outdoors
- + **HISTORY:** Visiting parks where historic events happened
- + **BEST OF THE WEST:** Profiles of C&I heroes, nominated by readers
- + **STYLE:** A product roundup of casual Western shoes

ADDITIONAL DISTRIBUTION

DALLAS APPAREL & ACCESSORIES MARKET | PRIX DE WEST
 TEXAS MASTERS OF FINE ART & CRAFT
 ON SALE: APRIL 19, 2022



JULY

- + **AMERICA THE BEAUTIFUL:** Photos and previews of the summer's rodeos
- + **FAMILY VACATIONS:** A special feature on the glorious Dakotas
- + **MADE IN THE WEST:** A buying guide to handcrafted goods
- + **100 GREATEST TV WESTERNS:** We count down the best ever made

ADDITIONAL DISTRIBUTION

CALGARY STAMPEDE | CHEYENNE FRONTIER DAYS | CHRIS LEDOUX DAYS
 DALLAS APPAREL & ACCESSORIES MARKET | DALLAS TOTAL HOME & GIFT MARKET
 THE COEUR D'ALENE ART AUCTION
 ON SALE: JUNE 7, 2022



AUGUST/SEPTEMBER

- + **STYLE:** A product roundup of Western denim
- + **WESTERN AND NATIVE ARTISANS:** When craft becomes art
- + **WESTERN ARCHITECTURE:** Great minds building the West
- + **INDIAN MARKET PREVIEW:** Special focus on the annual fashion show

ADDITIONAL DISTRIBUTION

COLORADO GUN COLLECTORS ASSOCIATION GUN SHOW | GRAND CANYON CELEBRATION OF ART | JACKSON HOLE ART AUCTION | MONTANA COWBOY POETRY GATHERING | SANTA FE INDIAN MARKET | STURGIS MOTORCYCLE RALLY | THE RUSSELL: C.M. RUSSELL MUSEUM
 WESA: AUGUST MARKET | WESTERN DESIGN CONFERENCE
 ON SALE: JULY 19, 2022



OCTOBER

- + **TASTE OF THE WEST:** Outdoor grilling and entertaining
- + **HORSES AT HOME:** Barndominiums, decked-out trailers, and more
- + **FALL FASHION:** The looks and accessories for cooler months
- + **GORGEOUS GETAWAYS:** Spas, ski lodges, and other unforgettable vacations

ADDITIONAL DISTRIBUTION

BUFFALO BILL ART SHOW & SALE | COWBOY ARTISTS OF AMERICA SALE
 PENDLETON ROUND-UP | ROUND TOP: FALL SHOW | TCAA SALE
 WESA: AUGUST MARKET | WESTERN DESIGN CONFERENCE
 WESTERN VISIONS: NATIONAL MUSEUM OF WILDLIFE ART
 ON SALE: AUGUST 30, 2022



NOVEMBER/DECEMBER

- + **C&I's ULTIMATE GIFT GUIDE**
- + **NATIONAL FINALS RODEO:** An inside guide to the festivities
- + **LIVING LEGENDS:** Portraits of classic western actors
- + **HOLIDAY HOMES:** Holiday décor around the West

ADDITIONAL DISTRIBUTION

BOOTH WESTERN ART MUSEUM | SANTA FE ART AUCTION
 WESA: JANUARY MARKET | WRANGLER NATIONAL FINALS RODEO
 ON SALE: OCTOBER 18, 2022



JANUARY 2023

- + **THE HOME ISSUE:** Big design in small-town America
- + **THE C&I HOT LIST:** Picks for entertainment and culture in the new year
- + **30th ANNIVERSARY:** Our year of celebration begins

ADDITIONAL DISTRIBUTION

ART OF THE COWGIRL | DALLAS TOTAL HOME & GIFT MARKET
 DUDE RANCHERS' ASSOCIATION CONVENTION | NCHA FUTURITY
 WESA: JANUARY MARKET | WRANGLER NATIONAL FINALS RODEO
 ON SALE: DECEMBER 6, 2022

Additional Distribution: C&I delivers additional copies of each issue to key events and shows in our industry.

If you'd like to distribute Cowboys & Indians at your event, please contact the sales rep for your area.

DIGITAL ADVERTISING

WEBSITE DISPLAY ADVERTISING

COWBOYSINDIANS.COM

ANNUAL PAGEVIEWS

***3.1M**

MONTHLY UNIQUE VISITORS

***178K+**

AD SIZES (IAB STANDARD ROS)

AD SIZES (IAB STANDARD ROS)	DIMENSIONS	CPM RATE
* BILLBOARD	970 x 250px	\$30
* LEADERBOARD	728 x 90px	\$20
LARGE MOBILE BANNER	320 x 100px	\$30
MOBILE LEADERBOARD	320 x 50px	\$20
HALF PAGE	300 x 600px	\$30
MEDIUM RECTANGLE	300 x 250px	\$20

*Mobile ad sizes required with Billboard and Leaderboard.



WEEKLY E-NEWSLETTER ADVERTISING

THE POST

***150K+ SUBSCRIBERS**

Distributed to 100% opt-in subscriber list each Wednesday

AD SIZES

LEADERBOARD/FOOTER

DIMENSIONS

728 x 90px

RATE

\$350

MEDIUM RECTANGLE

300 x 250px

\$350

SPONSORED CONTENT

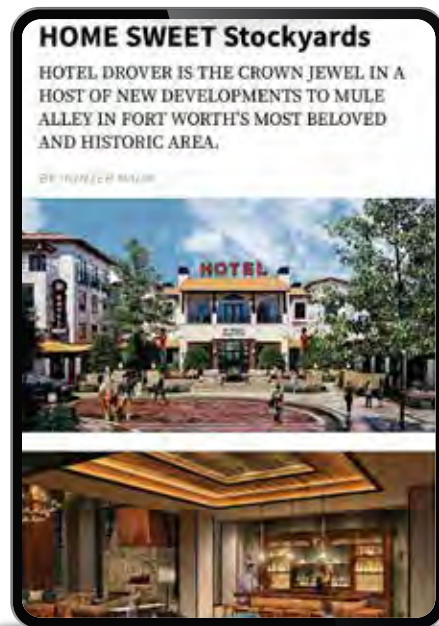
IMAGE

600 x 250px

\$700

HEADER – 10 WORD MAX.

TEXT – 75 WORD MAX.



CUSTOM & SPONSORED CONTENT

C&I offers valuable support to our partners for sponsorships throughout the year. We will customize a digital package across our digital platforms that will enhance your marketing goals and reach our loyal and ever-growing C&I audience.

C&I Sponsored Content: C&I Homepage Slider and/or Category Page Slider with Custom Content Page.



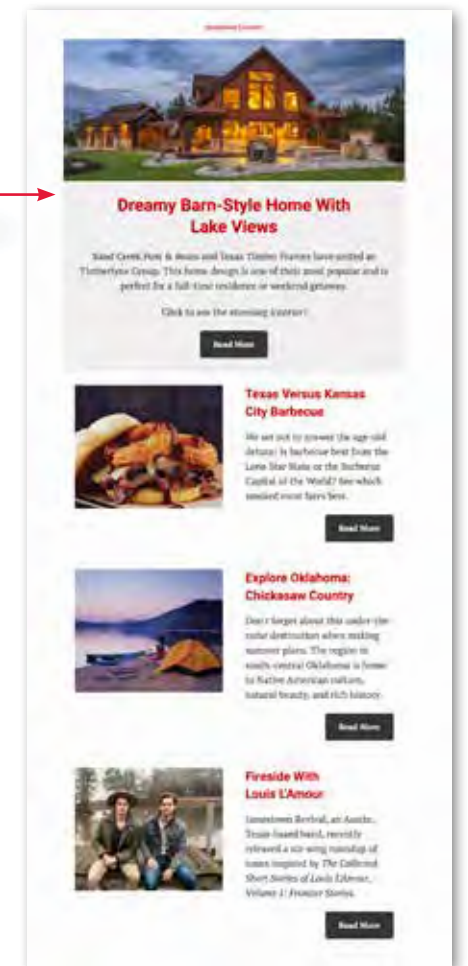
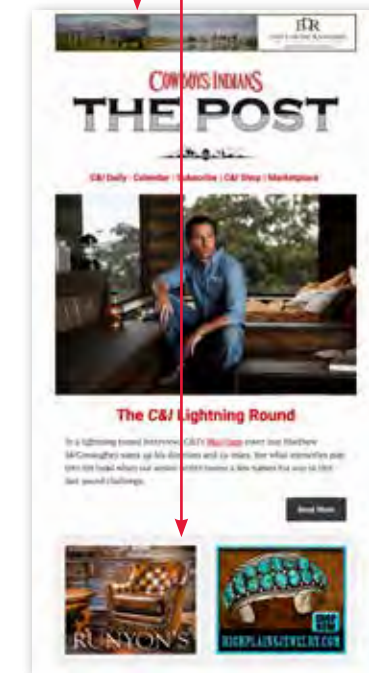
VIDEO AND SOCIAL MEDIA: POSTS ARE INCLUDED WITH CUSTOM & SPONSORED CONTENT AND DIGITAL PROMOTION PACKAGES.



Ask your rep about our
**DIGITAL PROMOTION
PACKAGES**

CAMPAIGNS THAT
COMBINE PRINT WITH
ONLINE IMPROVE
PERSUASION METRICS
BY MORE THAN

10%



*Source: MPE Tells & Sells 2017; TouchPoint Research Reader Survey 2021 | *Source: Google Analytics 2021 | Campaign Monitor 2021

Digital advertising with C&I provides a way to expand your target audience and receive a direct response to your marketing message.

ADVERTISING GUIDELINES

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"

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.

IF PROVIDING COLOR PROOF

Mail to:
Cowboys & Indians
Keely Junot
12221 Merit Drive, Suite 1610
Dallas, TX 75251

MARKETPLACE

FEATURED PRODUCT AD GUIDELINES

IMAGE SIZE: 7.314"W x 4.8"H

Image resolution MUST be 300 ppi or greater.

1/9 PAGE AD GUIDELINES

IMAGE SIZE: 2.3334"W x 1.6704"H

Image resolution MUST be 300 ppi or greater.

HEADER: Company/Product Name or short 3-5 word Tag Line.

AD COPY: Up to 40 words in a single paragraph.

Include Company Name (if not in Header) Website, Phone Number, or other contact information, to be placed at the end of ad copy. Copy may be edited for style, clarity, and length.

1/5 PAGE AD GUIDELINES

IMAGE SIZE: 3.5769"W x 1.6704"H

Image resolution MUST be 300 ppi or greater.

HEADER: Company/Product Name or short 4-6 word Tag Line.

AD COPY: Up to 100 words in a single paragraph.

Include Company Name (if not in Header) Website, Phone Number, or other contact information, to be placed at the end of ad copy. Copy may be edited for style, clarity, and length.

MARKETPLACE MATERIAL SUBMISSION:

Send via email to:
mpads@cowboysindians.com.

PRINT AD RATES

FREQUENCY	1X	3X	6X	8X
Full Page	\$5,548	\$5,272	\$4,995	\$4,763
2/3 Page	\$4,492	\$4,217	\$4,047	\$3,915
1/2 Page	\$4,052	\$3,809	\$3,655	\$3,527
1/3 Page	\$3,087	\$2,901	\$2,785	\$2,684
1/4 Page	\$2,503	\$2,418	\$2,312	\$2,228
Cover 2	\$6,630	\$6,434	\$6,110	\$5,824
Cover 3	\$5,834	\$5,659	\$5,490	\$5,325
Cover 4	\$7,959	\$7,717	\$7,484	\$7,266
MARKETPLACE				
Featured Product - 1/2 Page	\$1,969			
1/9 Page	\$847	\$760	\$730	\$705
1/5 Page	\$1,273	\$1,146	\$1,095	\$1,061

Spread and billboard pricing available upon request.

Special positions require a 15% charge to rate. Payment due at Space Deadline.

All Rates are net. No Charge for bleeds.

X means frequency of insertions.

DEADLINES

ISSUE	SPACE	MATERIALS	ON SALE
February/March	November 12, 2021	November 19, 2021	January 18, 2022
April	December 30, 2021	January 7, 2022	March 1, 2022
May/June	February 18, 2022	February 25, 2022	April 19, 2022
July	April 8, 2022	April 14, 2022	June 7, 2022
August/September	May 20, 2022	May 27, 2022	July 19, 2022
October	July 1, 2022	July 8, 2022	August 30, 2022
November/December	August 19, 2022	August 26, 2022	October 18, 2022
January 2023	September 30, 2022	October 7, 2022	December 6, 2022

ADVERTISING CONTACTS

House Accounts

Brandy Minick

brandy@cowboysindians.com

817.688.5466

Arizona/California/New Mexico
Northeast/Southeast
Michigan/Indiana/Ohio

Matt Russell

mrussell@cowboysindians.com

817.913.5546

Alaska/Colorado/Hawaii/Idaho
Montana/Nevada/Oregon/Utah
Washington/Wyoming/International

Heather Truong

heather@cowboysindians.com

817.800.7397

Texas/Arkansas/Illinois/Iowa/Kansas/Louisiana
Minnesota/Missouri/Nebraska/North Dakota
Oklahoma/South Dakota/Wisconsin

Jodi Corbell

jcorbell@cowboysindians.com

817.313.2485

Advertising Coordinator

Keely Junot

kjunot@cowboysindians.com

214.239.6964

THE PREMIER MAGAZINE OF THE WEST

COWBOYS & INDIANS

12221 Merit Drive, Suite 1610, Dallas, TX 75251

214.750.8222 | fax 214.750.4522

cowboysindians.com

PHOTOGRAPHY: (SECOND SPREAD) SALT FLAT SKYSCAPE BY GERO HEINE (THIRD SPREAD) EDITORIAL CALENDAR PHOTOGRAPHY: (FEBRUARY/MARCH) LOAD UP GUS BY KRISTEN SCHURR, (APRIL) SCOTT SLUSHER, (MAY/JUNE) JOSHUA TREE HOUSE/COURTESY RICH AND SARA COMBS, (JULY) NO SPEED LIMITS BY JIM SHEPKA, (AUGUST/SEPTEMBER) GRAND ENTRY 2020 BY LAPITA ARVISO, (OCTOBER) RYLEE J. PHOTOGRAPHY, (NOVEMBER/DECEMBER) SAMUEL SCOTT FRANKS, (JANUARY) AUSTIN CITY LIMITS