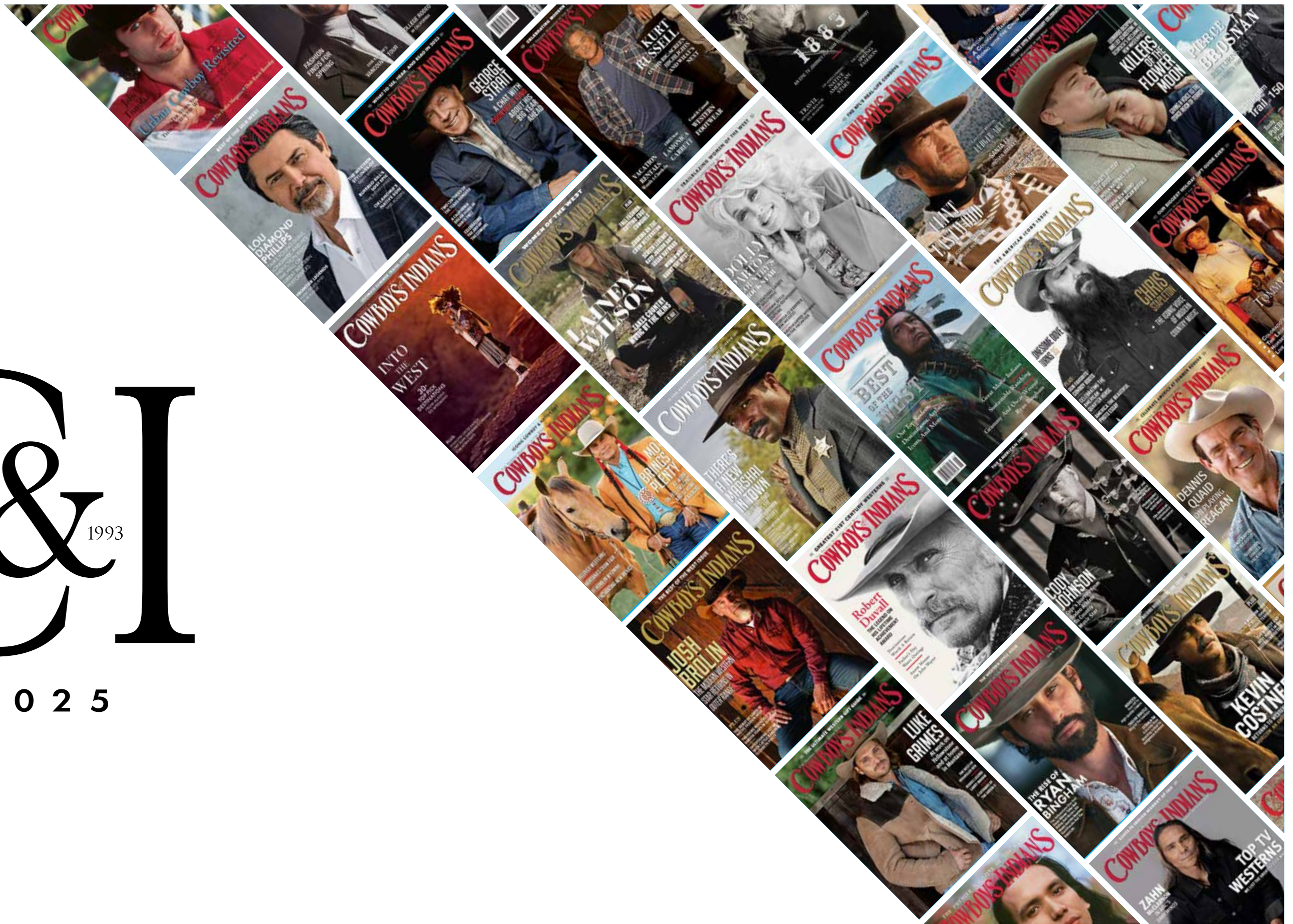


# C&I

EST. 1993

2025





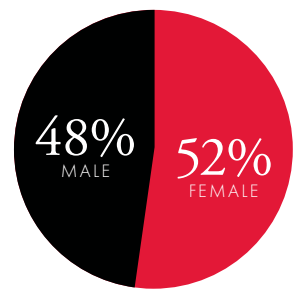
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## AUDIENCE

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C&I 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.

TOTAL AUDIENCE:  
**1.5 MILLION**

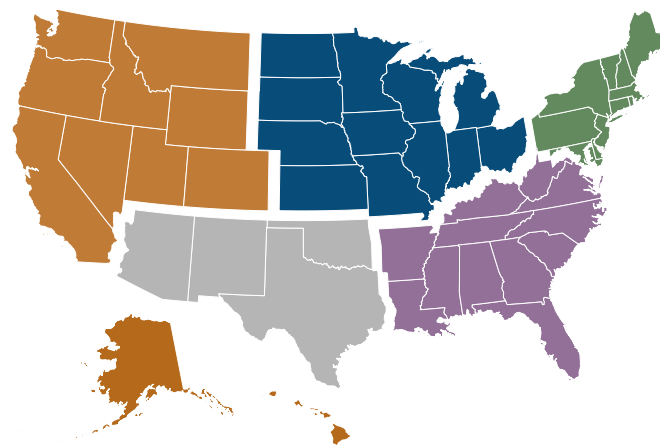


AVERAGE AGE: **48**

**75%**  
OF C&I READERS  
VISITED AN  
ADVERTISER'S  
WEBSITE.

“A Western version of *Town & Country* combined with *Architectural Digest* and a dash of *American Heritage*.”  
—*Forbes*

### U.S. READERSHIP BREAKDOWN

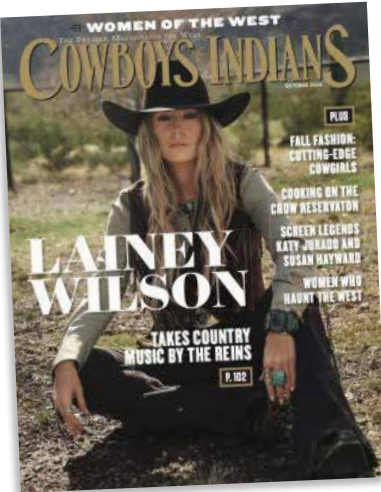


WEST 27% | SOUTHWEST 27% | MIDWEST 19%  
SOUTHEAST 20% | NORTHEAST 7%





# ENGAGEMENT



**COWBOYS & INDIANS IS DEDICATED TO CELEBRATING THE CULTURE AND LIFESTYLE OF THE INCOMPARABLE AMERICAN WEST. PIONEERING TODAY'S WESTERN STYLE, ART, DESIGN, AND ENTERTAINMENT — WE ARE THE DRIVING FORCE AND CURATORS OF ALL THINGS WESTERN.**

## YOUR GATEWAY TO A DYNAMIC RESURGENCE IN WESTERN LIFE

Meet the celebrities of stage, screen, and printed page who enthral us with tales of the Old and New West. Explore hidden gems as we uncover lesser-known destinations and unique experiences in the Western states. Discover the latest trends, designs, interiors, and properties that embrace tasteful Western aesthetics, from refined rustic to mountain modern to Southwestern chic. Get up close and personal with interviews that showcase renowned and emerging Western and Indigenous artists. Find stylish apparel and accessories that inspire sought-after looks. Enjoy the latest travel hot spot destinations, dining spots, and local culinary traditions. Explore Native American cultures and meet the cowboys and cowgirls who are carrying forward tradition and forging new paths in the modern West.

C&I EMBODIES HOW THE WEST IS LIVED AND LOVED.

## C&I AUDIENCE 1.5 MILLION

MAGAZINE READERSHIP  
**400,000**

MONTHLY UNIQUE VISITS  
**186,000+**

SOCIAL MEDIA FOLLOWERS  
**687,000+**

eNEWSLETTER FOLLOWERS  
**207,000+**

NEWSSTAND AND  
DISTRIBUTION PARTNERS  
**10,000+**

Available at select retail locations,  
curated hotel partners, and  
signature sponsored events.

\* Sources Cited:  
AAM Publishers Statement, CDS Global, Industry  
Averages, Google Analytics 2024, Meta 2024,  
Apple News+ 2024





# BRAND PILLARS



## FASHION

Western & Indigenous Style  
Accessories ■ Designers

## SPORTING LIFE

Outdoors ■ Rodeo ■ Riding  
Skiing ■ Fishing ■ Hunting

## FOOD & DRINK

Western Food ■ Cocktails  
Restaurants ■ Outdoor Dining

## TRAVEL & DESTINATIONS

Hotels ■ Lodges ■ Festivals  
Iconic Locations ■ City Profiles

## ENTERTAINMENT

Music ■ Film & TV ■ Books ■ Events

## INDIGENOUS LIFE

Culture ■ Legacy ■ Icons

## ART & CULTURE

Artists ■ Craftsmanship ■ Literature

## HOME & RANCH

Home Decor ■ Interiors ■ Real Estate



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# THE EDIT LINE UP 2025

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## FEBRUARY/MARCH

### THE AMERICAN OUTLAWS ISSUE

AD CLOSE 11.8.24, ON SALE 1.14.25

## APRIL

### THE WOMEN OF THE WEST ISSUE

AD CLOSE 12.27.24, ON SALE 2.25.25

## MAY/JUNE

### THE BEST OF THE WEST ISSUE

AD CLOSE 2.14.25, ON SALE 4.15.25

## JULY

### THE GREAT OUTDOORS ISSUE

AD CLOSE 4.4.25, ON SALE 6.3.25

## AUGUST/SEPTEMBER

### THE ARTISTRY OF THE WEST ISSUE

AD CLOSE 5.16.25, ON SALE 7.15.25

## OCTOBER

### THE WESTERN STYLE ISSUE

AD CLOSE 6.27.25, ON SALE 8.26.25

## NOVEMBER/DECEMBER

### THE HOLIDAY ISSUE

AD CLOSE 8.15.25, ON SALE 10.14.25

## JANUARY 2026

### THE HOME & RANCH ISSUE

AD CLOSE 9.26.25, ON SALE 12.2.25





# DIGITAL AUDIENCE

BETWEEN THE MAGAZINE AND OUR DIGITAL PLATFORMS, THE C&I BRAND REACHES AN AVERAGE AUDIENCE OF MORE THAN 1.5 MILLION PER MONTH, CONNECTS DAILY TO OUR ENGAGED AUDIENCE OF 687K+ C&I FOLLOWERS, AND WEEKLY WITH OUR E-NEWSLETTERS THAT REACH 207K+ SUBSCRIBERS.

COWBOYSINDIANS.COM  
ANNUAL PAGEVIEWS: 3.5M+

Media placement on cowboysindians.com enables advertisers to position their brands across the entire website. The site consistently and continuously attracts readers for repeated visits with web exclusive content added daily.

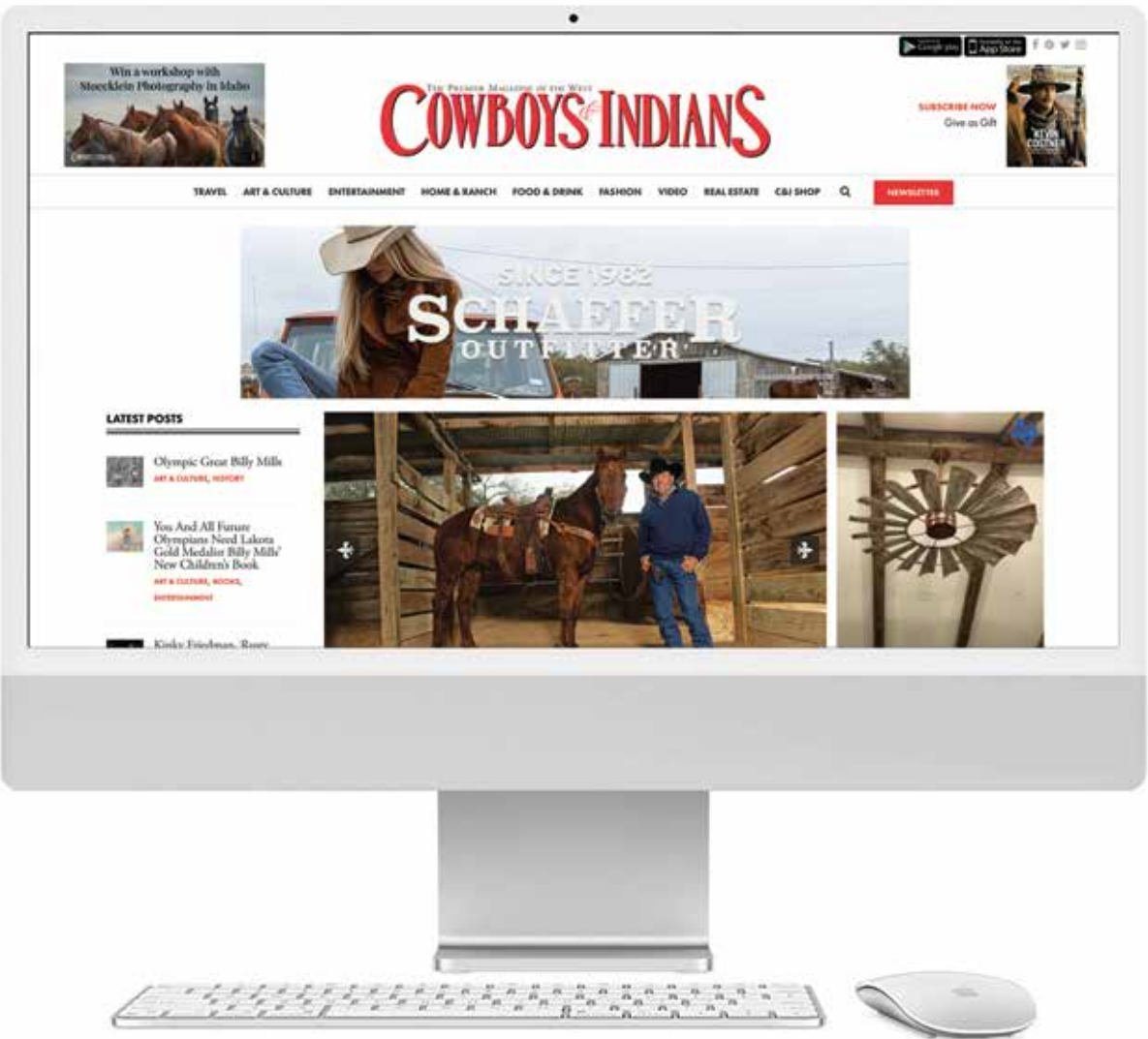
OUR COMMITMENT TO CELEBRATING WESTERN LIFE AND CULTURE IS PART OF OUR CONTINUING MISSION AS THE PREMIER VOICE OF THE WEST.

\* Sources Cited: Google Analytics 4 - 2024, Sprout Social 2024, Campaign Monitor 2024



**RUN OF SITE**  
Guaranteed Impressions:  
Your ads run on every page  
of cowboysindians.com.

COWBOYSINDIANS.COM IS MOBILE-FRIENDLY  
AND OPTIMIZED TO PROVIDE THE BEST  
READING EXPERIENCE FOR OUR VISITORS.



AD SIZES (IAB STANDARD ROS)	DIMENSIONS
BILLBOARD	970X250 PX
LEADERBOARD	728X90 PX
LARGE MOBILE BANNER	320X100 PX
MOBILE LEADERBOARD	320X50 PX
HALF PAGE	300X600 PX
MEDIUM RECTANGLE	300X250 PX

\* Mobile ad sizes required with Billboard and Leaderboard



# BRANDED CONTENT

Branded content on cowboysindians.com is developed in-house at C&I and 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.

## NATIVE FEATURES

Dedicated native feature article on cowboysindians.com, custom content page, premium social media promotion, AV franchise content series, experiential activations, TikTok branded content, plus E-blast inclusion.

## SOCIAL MEDIA ACTIVATION

Social media posts included with digital packages.

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

# 10%



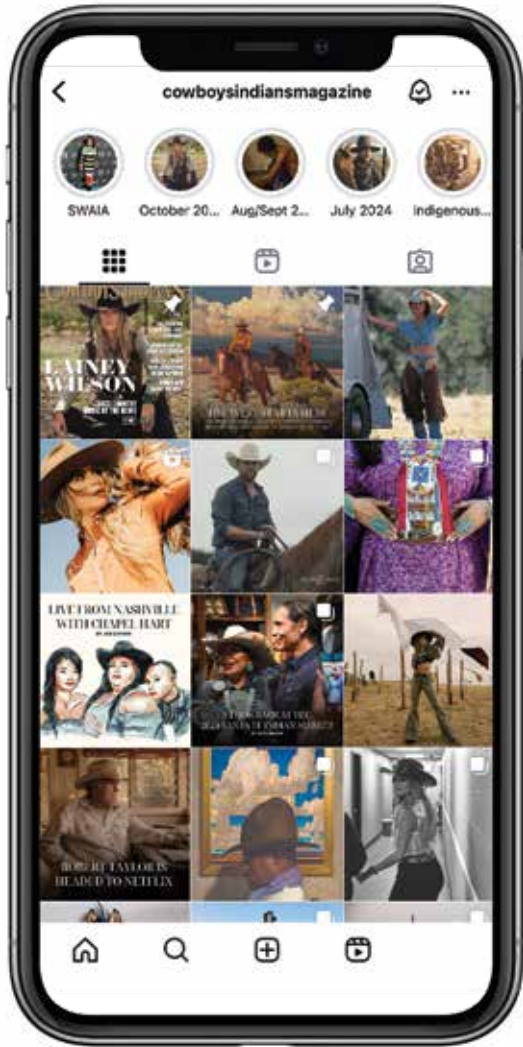


# SOCIAL MEDIA AND INFLUENCERS

C&I's active social media footprint connects with its audience in meaningful ways like never before, with 687K+ followers across Facebook, Instagram, Pinterest, Twitter/X, and TikTok.



409K+



177K+



58K+



18K+



26K+

\* DIGITAL PROMOTION PACKAGES INCLUDE: WEB, E-NEWS, AND SOCIAL MEDIA. Based on availability.

*THE VOICE AND VISION OF THE AMERICAN WEST*



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## EMAIL NEWSLETTER

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The weekly C&I e-newsletters are opt-in extensions of the magazine, giving brands access to C&I's most engaged readers. Featuring fresh content from our pillars, plus inspiring stories from the pages of the magazine, these newsletters are highly anticipated by an engaged subscriber base.

Any given week, you'll find fashion, entertainment, travel, art and cultural events, sporting life, and much more.

**207,000+**

OPT-IN SUBSCRIBERS

OPEN RATE: **22%**

CLICK-THROUGH RATE:

**20.13%**

\* Banner ads, sponsored content, and custom dedicated e-newsletters

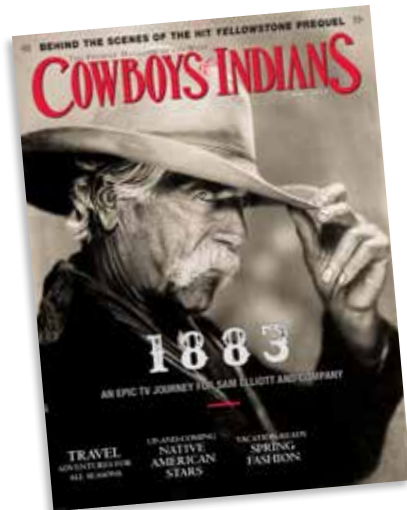
\* Provides direct response to your marketing message

The screenshot shows a newsletter layout for "COWBOYS INDIANS THE POST". At the top, it lists categories: TRAVEL | ART & CULTURE | ENTERTAINMENT | FOOD & DRINK | HOME & FASHION | EQUUS. The first featured article is titled "Meet The Real Westerners Behind C&I's 2024 Spring Fashion Photoshoot", featuring a photo of a woman and a dog. Below it is an article titled "Good Guys Wear Black Hats" with a photo of a man in a cowboy hat. Further down is a "RESISTOL" advertisement with the tagline "WE LIVE IT EVERY DAY". The final article is titled "The Architect Of Your Dreams: Comfort Meets Luxury With Brumbaugh's", featuring a photo of a leather sofa.





## EVENT ACTIVATIONS & SPONSORSHIP OPPORTUNITIES



Cowboys & Indians brings the beauty and wonder of the West to the world. We want to take your brand with us. In addition to partnership opportunities at event activations, we offer targeted magazine distribution at key events throughout the country and options for expanding your reach. Whether it's an event, an advertisement, or a digital opportunity, C&I puts your brand in front of an engaged and valuable audience unrivaled in the Western industry.

### LOOK FOR C&I AND TETON RIDGE AT THESE EVENTS

AETA Trade Show  
Buffalo Bill Art Show & Sale  
Calgary Stampede  
Cheyenne Frontier Days  
Houston Livestock Show & Rodeo  
Jackson Hole Art Auction  
Lone Star Art Auction  
National Cowgirl Hall of Fame  
National Finals Rodeo  
National Western Stock Show

NCHA Futurity  
Pendleton Round Up  
Prix de West  
Round Top Spring and Fall Shows  
Santa Fe Native Fashion Week  
Scottsdale Art Auction  
Sturgis Motorcycle Rally  
SWAIA Indian Market  
The American Rodeo  
WESA Trade Show  
Western Design Conference  
Western Heritage Awards  
and many more!





C&I 360-DEGREE  
BRAND ENGAGEMENT PLAN

