



# COWBOYS & INDIANS

2015 MEDIA KIT



THE PREMIER MAGAZINE OF THE WEST

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# OUR MISSION

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ook beyond the title and you'll find that *Cowboys & Indians* is all about passion for a place called the American West. For more than 20 years, we've had a finger on the pulse of the best of the West in stories and images—and ads—that bring the passion home.

That's why our readers are a devoted bunch. Well-educated and well-heeled, they are equally passionate about the Western lifestyle, whether they live it or just love it. They are active shoppers, travelers, and collectors who look to *C&I* to showcase the unique products that enhance their lives.

In every issue, there are stunning new dream homes and gorgeous views. The hottest styles in Western fashion and Native American jewelry. Noted Western artists, writers, and photographers. Recommendations for little-known resorts and memorable getaways. Unique shopping discoveries and great food and drink. Revealing conversations with celebrities like Sam Elliott, Tom Selleck, and Kevin Costner about their deeply rooted ties to the West.

Our readers—and our advertisers—are passionate about the romance of the past, the spirit of the present, and the promise of the future of the American West. If that sounds like the kind of company you like to keep, we invite you to join us in the pages of *Cowboys & Indians*. Welcome!

*“The reach of C&I is startlingly deep. Clearly, the love for and heritage of the Old West, cowboys, American Indians, and the Western lifestyle are strong. With every issue of Cowboys & Indians I receive calls, notes, and e-mails from old and new friends of 44 Farms Angus Steaks, so we know that our advertising investment in C&I has been wise and effective. Our customers specifically comment on our ads and identify with the story we are working to communicate. I would encourage any advertiser attempting to reach a deep and diverse market to consider a proven advertising investment with Cowboys & Indians.”*

★ Bob McClaren  
President of 44 Farms Angus Steaks



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# FENCE POSTS

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## FASHION

Find all the finest accouterments of the Western lifestyle.

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## ART & HOME

Step inside the West's grandest homes and meet top new artists.

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## ENTERTAINMENT

Sit down with classic western legends and the latest stars of stage and screen.

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## FOOD & DRINK

Discover the latest foodie finds and recipes from the West's top chefs.

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## TRAVEL

Explore the natural beauty and wonders of the West.

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## RODEO & EQUINE

Experience the excitement of the arena and the thrill of the ride.

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## HISTORY

Step back in time as the Old West comes vividly back to life.

# 70%

HAVE MADE A PURCHASE  
BASED ON AN ADVERTISEMENT  
IN *COWBOYS & INDIANS*.



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THE PREMIER MAGAZINE OF THE WEST



# OUR AUDIENCE



## READERSHIP:

**880,000+**

## CIRCULATION:

**170,000+**

## DEMOGRAPHICS

### Average age

47

### Male/female readership

48/52

### Average household income

\$173,000

### Average net worth

\$1.5 million

### Education

80% college-educated

### Readers per copy

5.2

### Average time spent per issue

97.4 minutes

## ACTIVE LIFESTYLE

Go to the movies	74%
Attend music performances	79%
Dine out	98%
Gourmet cooking	66%
Attend wine tastings	46%
Entertain guests at home	89%
Shop for antiques	71%
Backpacking/hiking	51%
Fishing	45%
Shooting sports	41%
Hunting	33%

## TRAVEL

Spend \$5,000+ per vacation (three times national average)	56%
Travel for pleasure in the western United States	84%

## PURCHASING POWER

### Purchased in the last 12 months:

Jewelry	59%
Cowboy boots	54%
Cowboy hats	35%
Leather apparel	31%
Sunglasses	34%
Belts	44%
Purses/handbags	47%
Cologne/perfume	33%

## REAL ESTATE

Primary home ownership	95%
Primary home value	
\$300,000–\$499,999	26%
\$500,000+	24%

## OTHER REAL ESTATE

Working farm/ranch	77%
Ranch/ranch land	61%
Vacation home	62%
Time share	76%
Retirement real estate	45%
Investment real estate	74%

## VEHICLES

Two autos	38%
Three autos	24%
Four autos	10%
Five+ autos	5%
Luxury autos	27%
Trucks	59%
SUVs	53%

## ART

Attend art auctions/galleries	44%
Go to museums	42%
Looked at Western art online	67%
Purchased a book about Western art	25%
Purchased bits and spurs	22%



# Why Magazines?

## EQUINE EVENTS

Attend rodeos	70%
Attend horse events/shows	61%
Attend trail rides	40%

## EQUINE OWNERSHIP

Own horses	24%
Own nine or more horses	18%
Attend riding/training clinics	36%

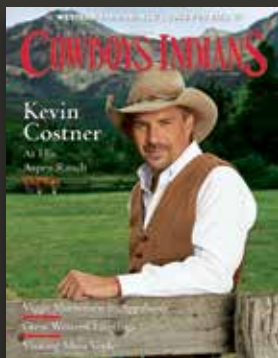
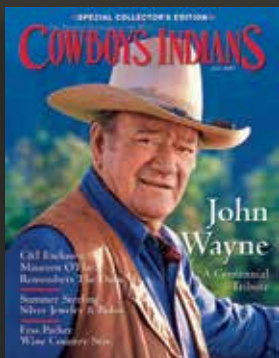
### Purchased in the last 12 months:

Horse trailers	20%
Fencing/stall equipment	55%
Performance feed/supplements	65%

- \* On average, C&I horse owners spend more than \$6,000 annually on horse-related products.
- \* C&I horse owners own an average of four horses.

# 67%

HAVE USED ARTICLES OR INFORMATION FROM *COWBOYS & INDIANS* TO PLAN TRAVEL, LODGING, AND OTHER ACTIVITIES.



Why advertise in *Cowboys & Indians*? Because magazines continue to outperform other media in pairing ads with related content, adding credibility, delivering valuable information, and influencing purchase decisions. Because the magazine experience is based on trusted editorial content complemented by relevant advertising, magazine ads result in superior levels of ad receptivity, online searches, purchase intent, and overall engagement.

- ★ 91% of all adults, 94% of all adults under 35, and 96% of adults under 25 read print or digital magazines.
- ★ Magazine readers are more likely than non-readers to make online purchases.
- ★ Print magazines are the most preferred place to look at advertising and rank #1 in commanding consumer attention and advertising acceptance.
- ★ 59% of readers took action or plan to take action as a result of exposure to specific print magazine ads.
- ★ Both print and digital readers take action as a result of magazine media ads.
- ★ 67% of digital readers want to buy products and services from the ads they see in digital magazines.
- ★ The digital-only magazine media audience grew 84% from spring 2012 to spring 2013.
- ★ Magazine advertising frequency improves brand metrics.
- ★ Affluent buyers are print magazine readers.

Statistics provided by MPA Facebook 2013/2014

“*Cowboys & Indians* has given our company the opportunity to successfully present our exclusive product to a large, discerning audience — with excellent response!”

- ★ Carolyn VanCleave  
Gemstone Tile LLC

THE PREMIER MAGAZINE OF THE WEST 

# 2015 EDITORIAL CALENDAR



## FEBRUARY/MARCH

*Annual Photo Contest*  
*Jewelry Special: Silver & Turquoise*



Space: November 14, 2014  
Materials: November 21, 2014  
On Sale: January 20, 2015

## APRIL

*Spring Fashion*  
*50 Years of Music with ACM*



Space: January 2, 2015  
Materials: January 9, 2015  
On Sale: March 3, 2015

## MAY/JUNE

*Annual Best of the West*  
*The Food Issue*



Space: February 20, 2015  
Materials: February 27, 2015  
On Sale: April 21, 2015

## JULY

*Summer Travel Special*  
*The California Coast*



Space: April 10, 2015  
Materials: April 17, 2015  
On Sale: June 9, 2015

## AUGUST/SEPTEMBER

*Native & Western Art Issue*  
*Contemporary Native Pottery*



Space: May 22, 2015  
Materials: May 29, 2015  
On Sale: July 21, 2015

## OCTOBER

*Fall Fashion*  
*A Salute to the Cowboy Hat*



Space: July 2, 2015  
Materials: July 10, 2015  
On Sale: September 1, 2015

## NOVEMBER/DECEMBER

*Annual Gift Guide*  
*Top Rodeo & Arena Roundup*



Space: August 21, 2015  
Materials: August 28, 2015  
On Sale: October 20, 2015

## JANUARY 2016

*Interior Design*  
*Modern Farm Houses*



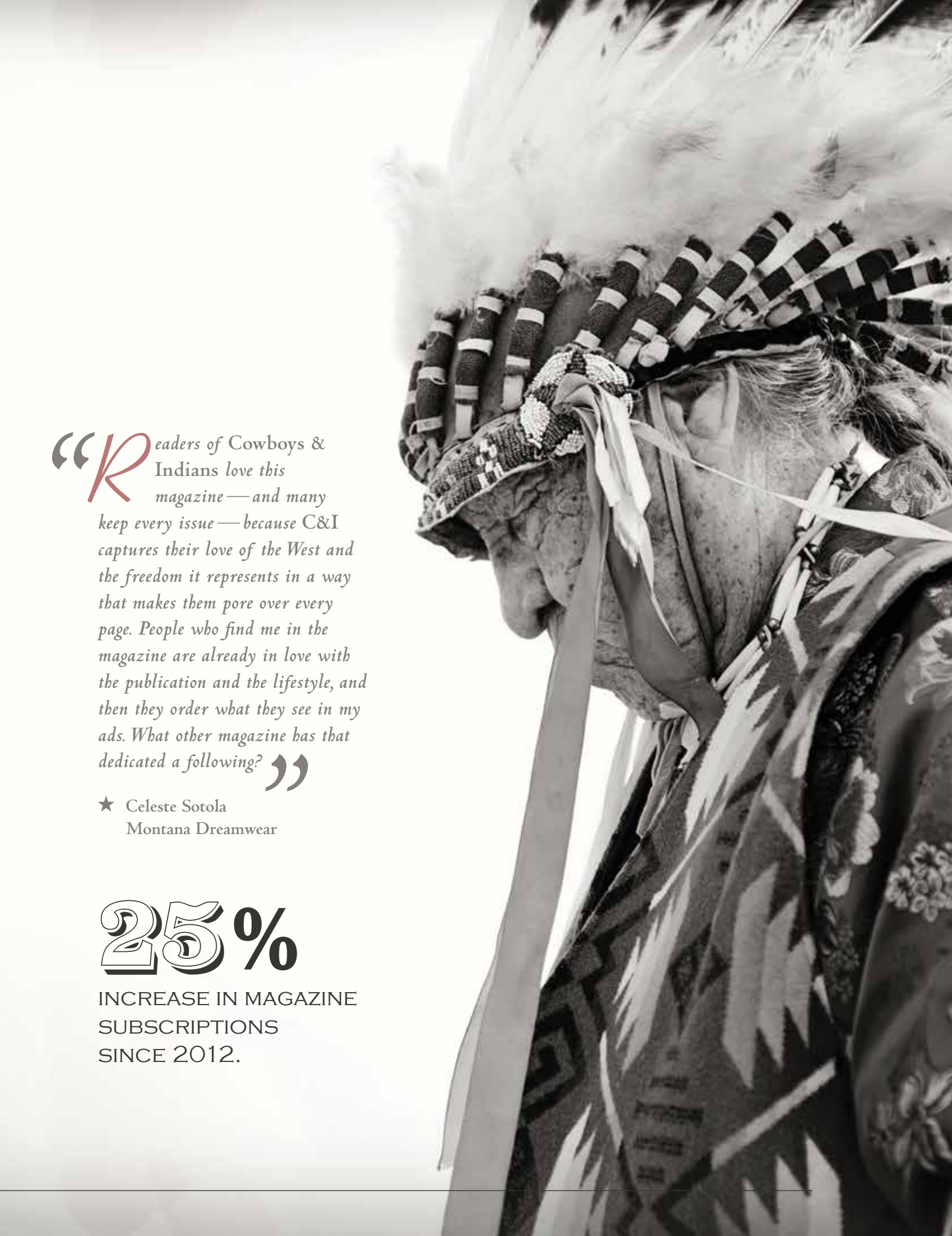
Space: October 2, 2015  
Materials: October 9, 2015  
On Sale: December 8, 2015

## IN EVERY ISSUE

- ★ Native American and Western artists, both contemporary and historic, in **Art Gallery**
  - ★ The latest music, books, and DVDs in **Media Roundup**
  - ★ Gorgeous architecture and interior design in **Home Interiors**
- ★ Excerpts from cowboy poet Red Steagall's radio show in **Cowboy Corner**
  - ★ Recipes, libations, and culinary adventures in **Western Gourmet**
  - ★ Profiles of ranch and Native life in **Living West**
- ★ Upcoming rodeos, Native American festivals, and Western events in **Showtime**
  - ★ One-on-one celebrity interviews in **Live From**



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“*R*eaders of Cowboys & Indians love this magazine — and many keep every issue — because C&I captures their love of the West and the freedom it represents in a way that makes them pore over every page. People who find me in the magazine are already in love with the publication and the lifestyle, and then they order what they see in my ads. What other magazine has that dedicated a following?”

★ Celeste Sotola  
Montana Dreamwear

**25%**

INCREASE IN MAGAZINE  
SUBSCRIPTIONS  
SINCE 2012.

# COWBOYS & INDIANS

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## ADVERTISING DEADLINES

### DEADLINES

Issue	Space	Materials	On Sale
<b>February/March</b>	November 14, 2014	November 21, 2014	January 20, 2015
<b>April</b>	January 2, 2015	January 9, 2015	March 3, 2015
<b>May/June</b>	February 20, 2015	February 27, 2015	April 21, 2015
<b>July</b>	April 10, 2015	April 17, 2015	June 9, 2015
<b>August/September</b>	May 22, 2015	May 29, 2015	July 21, 2015
<b>October</b>	July 2, 2015	July 10, 2015	September 1, 2015
<b>November/December</b>	August 21, 2015	August 28, 2015	October 20, 2015
<b>January 2016</b>	October 2, 2015	October 9, 2015	December 8, 2015

### CONTACT C&I ADVERTISING

Visit [www.cowboysindians.com/advertise](http://www.cowboysindians.com/advertise) or contact Keely Junot, advertising coordinator, at 214.239.6964, fax 214.750.4522, or e-mail [kjunot@cowboysindians.com](mailto:kjunot@cowboysindians.com).



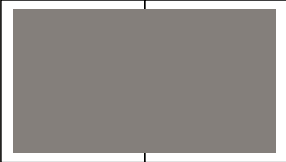
# ADVERTISING GUIDELINES



## DISPLAY AD SIZES

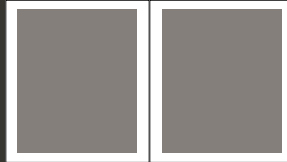
### Spread

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"



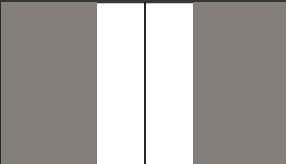
### Billboard

Trim: 16.75" x 5.375"  
Pull Bleed to: 17" x 5.625"



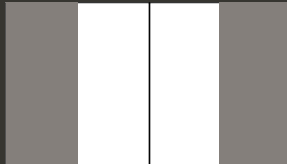
### 2/3 Vertical (Bleed)

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"



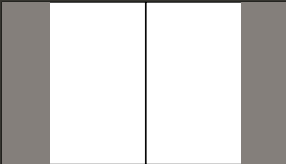
### 1/2 Horizontal (Non-Bleed)

7.125" x 4.675"



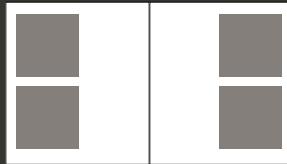
### 1/3 Vertical (Bleed)

Trim: 2.75" x 10.875"  
Pull Bleed to: 3" x 11.125"



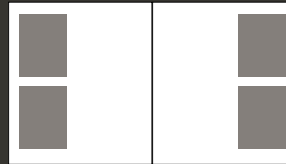
### 1/3 Square (Non-Bleed)

4.625" x 4.625"

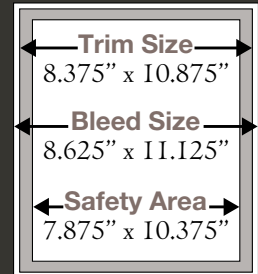


### 1/4 Vertical (Non-Bleed)

3.5" x 4.675"



### Example: Full Page



## PLEASE NOTE

### 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 E-MAIL

Send collected, stuffed files by e-mail 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

## SEND AD VIA MAIL

Send your CD or disk along with a SWOP proof to:  
*Cowboys & Indians*  
Keely Junot  
6688 N. Central Expressway, Suite 650  
Dallas, TX 75206





Our relationship with readers extends far beyond the printed page. *C&I* is fully engaged online, with options ranging from a website that attracts thousands of viewers a day to an ever larger—and always lively—social media following. For readers on the go, we’ve got plenty of mobile content, from digital editions on six different platforms (including iTunes, Amazon.com, and Nook) to The Telegraph blog to special edition e-books. With such a “wired” readership, the advertising options are endless.

## HOME PAGE

Readers are flocking to Cowboysindians.com in record-setting numbers.

- ★ 1.7 million average page views per year.
- ★ 70,000+ unique visitors per month.
- ★ 550,000+ average monthly ad impressions.

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## DIGITAL PUBLISHING

*C&I* is available for tablets and mobile phones in multiple digital marketplaces.

- ★ Single copies and subscriptions available on six digital platforms, including iTunes, Amazon.com, Nook, Zinio, and Magzter.
- ★ Available on Android devices through Google Play.
- ★ Special edition e-books are the latest product.

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## SOCIAL MEDIA

Our social media community is loyal, responsive, and ever-growing.

- ★ 195,000+ Facebook fans
- ★ 20,000+ Pinterest followers
- ★ 9,000+ Twitter followers

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## E-NEWSLETTER

Our weekly Wednesday e-newsletter, *The Post*, reaches more than 100,000 subscribers.

## CONTACT C&I ADVERTISING

Visit [www.cowboysindians.com/advertise](http://www.cowboysindians.com/advertise) or contact Keely Junot, advertising coordinator, at 214.239.6964, fax 214.750.4522, or e-mail [kjunot@cowboysindians.com](mailto:kjunot@cowboysindians.com).





# 100,000

E-NEWSLETTER SUBSCRIBERS  
AND GROWING.

# 90%

OF SUBSCRIBERS  
SURF THE WEB.

“*Advertising in Cowboys & Indians has made a significant positive impact on our business. From our bottom line to our brand-building campaign, our small advertising budget realizes big advertising returns in C&I. The magazine’s readers are loyal, affluent, and enjoy the Western lifestyle — these are our preferred clients. When you advertise with C&I, you join a group of distinguished advertisers that are similarly conscious about their marketing pool. We highly recommend advertising in the world’s top Western lifestyle magazine.*”

★ Dean Bubolo  
Owner, Escalante Rugs

THE PREMIER MAGAZINE OF THE WEST





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**COWBOYS & INDIANS**

6688 N. Central Expressway, Suite 650, Dallas, TX 75206  
214.750.8222 | fax 214.750.4522  
[www.cowboysindians.com](http://www.cowboysindians.com)



PHOTOGRAPHY: (COVER) W. BEN GLASS, (FIRST SPREAD) ROBIN WADHAMS,  
(THIRD SPREAD) ERIKA HAIGHT, (FIFTH SPREAD) CODY DOWNARD

EDITORIAL CALENDAR PHOTOGRAPHY: (FEBRUARY/MARCH) STEVEN AKRE, (APRIL) SERGIO GARCIA,  
(MAY/JUNE) JASON JANIK, (JULY) KENNETH JONES, (AUGUST/SEPTEMBER) CAROL SERUR,  
(OCTOBER) SCOTT WOMACK, (NOVEMBER/DECEMBER) JASON JANIK, (JANUARY) ROGER WADE