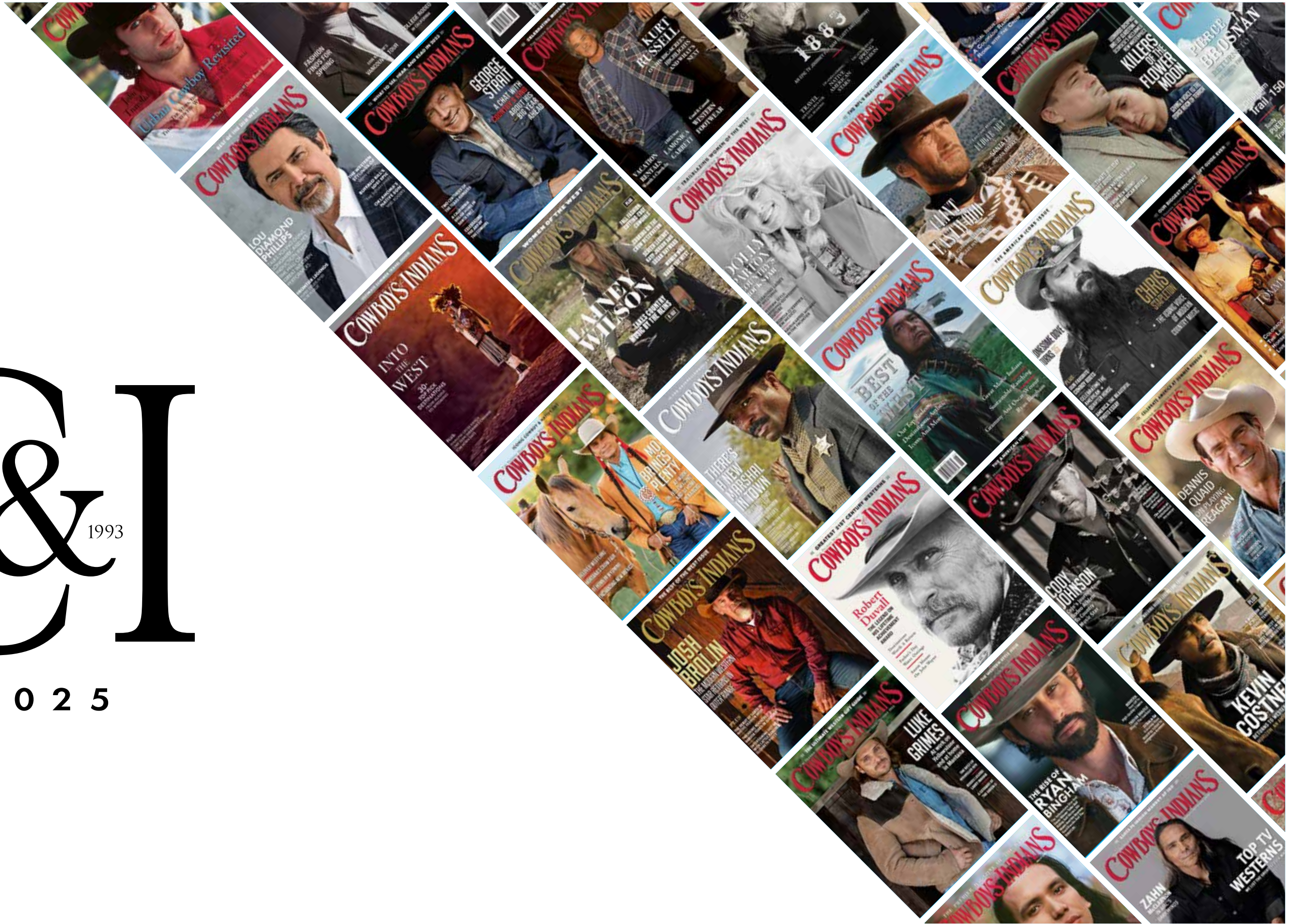


# C&I

EST.

1993

2025



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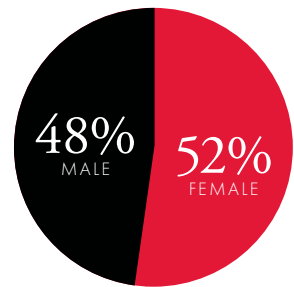
## AUDIENCE

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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**



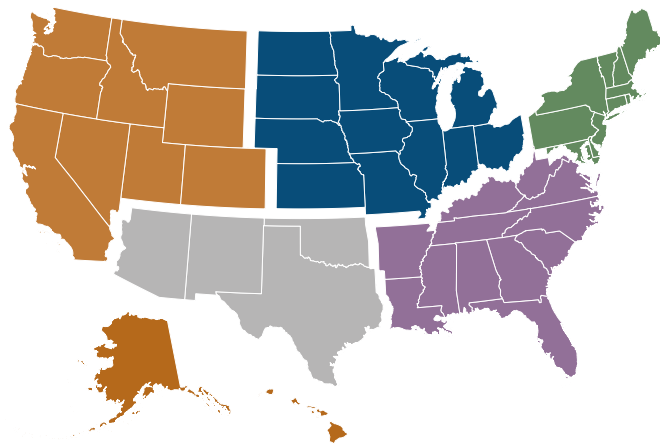
AVERAGE AGE: **48**

**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%



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# ENGAGEMENT

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**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.**

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## YOUR GATEWAY TO A DYNAMIC RESURGENCE IN WESTERN LIFE

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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.

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## C&I AUDIENCE 1.5 MILLION

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MAGAZINE READERSHIP  
**400,000**

MONTHLY UNIQUE VISITS  
**186,000+**

SOCIAL MEDIA FOLLOWERS  
**687,000+**

eNEWSLETTER FOLLOWERS  
**207,000+**

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

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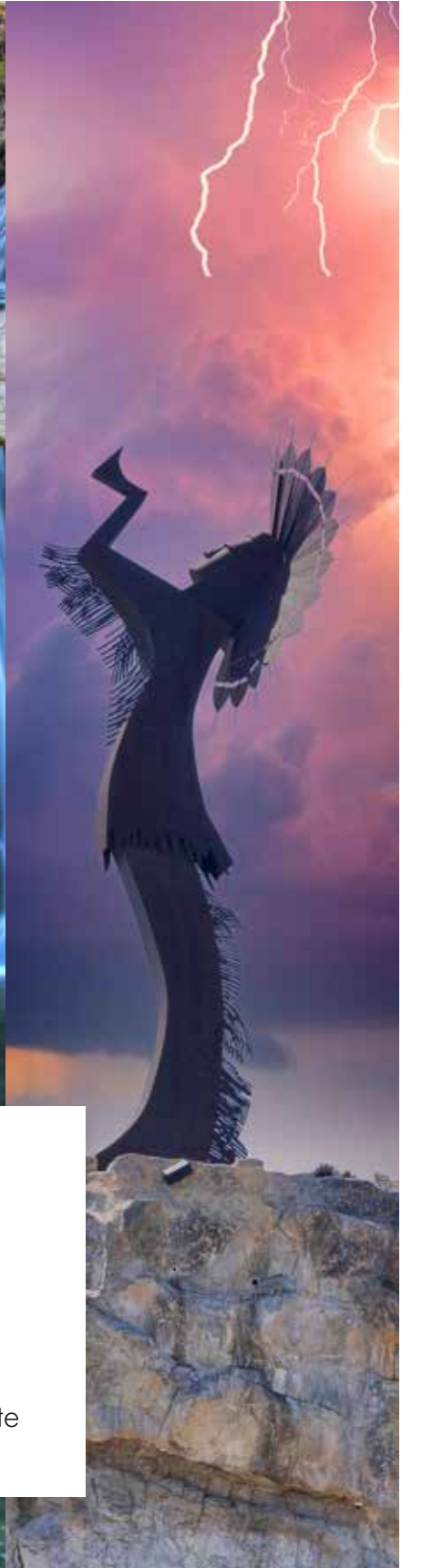
Available at select retail locations,  
curated hotel partners, and  
signature sponsored events.

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\* 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

## ENTERTAINMENT

Music ▪ Film & TV ▪ Books ▪ Events

## SPORTING LIFE

Outdoors ▪ Rodeo ▪ Riding  
Skiing ▪ Fishing ▪ Hunting

## INDIGENOUS LIFE

Culture ▪ Legacy ▪ Icons

## FOOD & DRINK

Western Food ▪ Cocktails  
Restaurants ▪ Outdoor Dining

## ART & CULTURE

Artists ▪ Craftsmanship ▪ Literature

## TRAVEL & DESTINATIONS

Hotels ▪ Lodges ▪ Festivals  
Iconic Locations ▪ City Profiles

## 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

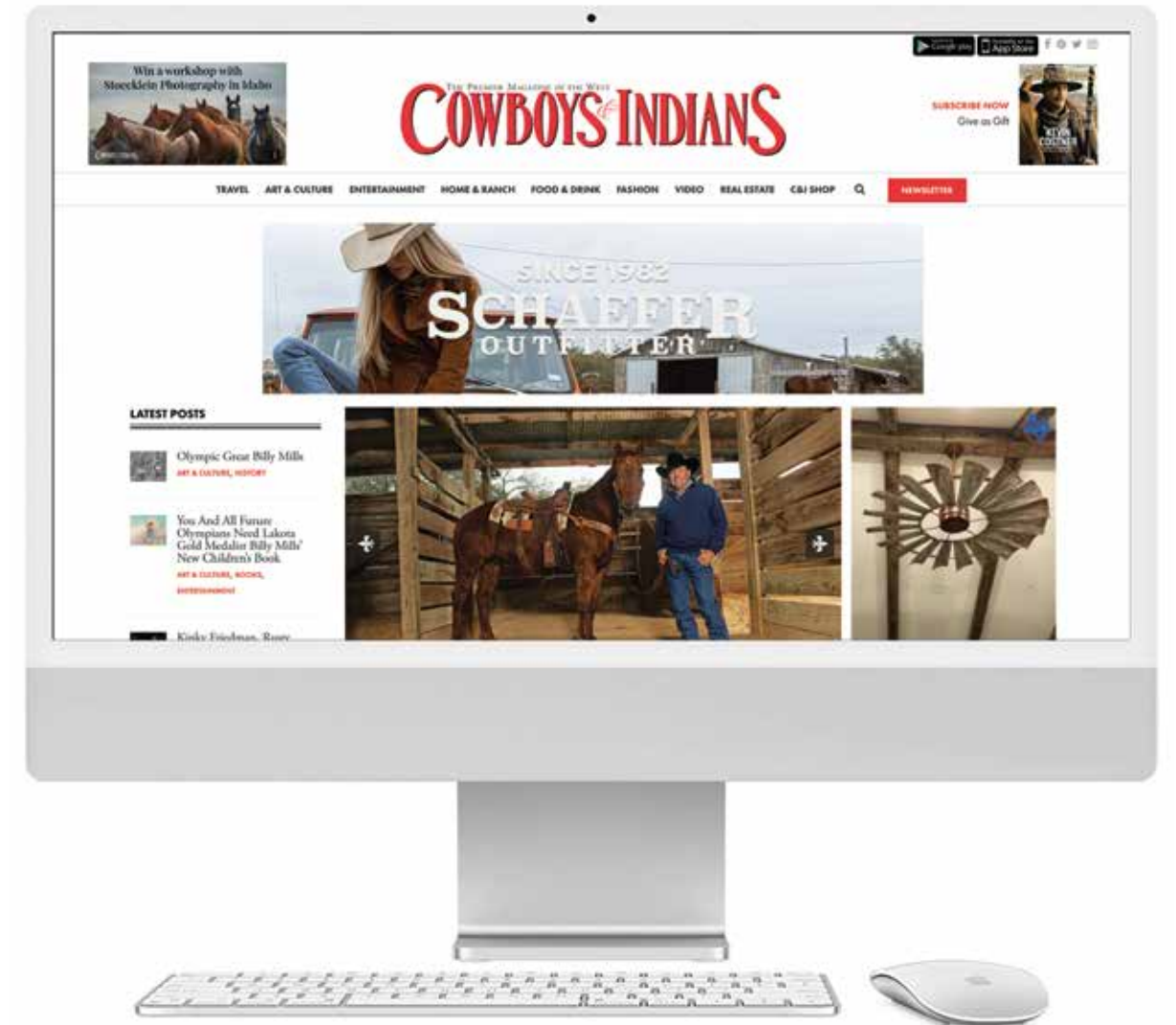
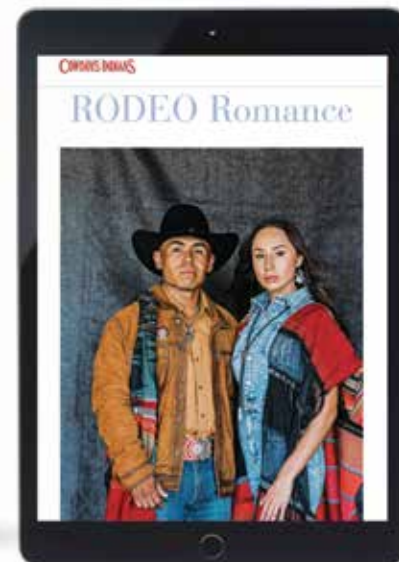
**BETWEEN THE MAGAZINE AND OUR DIGITAL PLATFORMS, THE C&I BRAND REACHES AN AVERAGE AUDIENCE OF MORE THAN 1.5 MILLION PER MONTH, CONNECTS DAILY TO OUR ENGAGED AUDIENCE OF 687K+ C&I FOLLOWERS, AND WEEKLY WITH OUR E-NEWSLETTERS THAT REACH 207K+ SUBSCRIBERS.**

**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



AD SIZES (IAB STANDARD ROS)	DIMENSIONS
BILLBOARD	970 X 250 PX
LEADERBOARD	728 X 90 PX
LARGE MOBILE BANNER	320 X 100 PX
MOBILE LEADERBOARD	320 X 50 PX
HALF PAGE	300 X 600 PX
MEDIUM RECTANGLE	300 X 250 PX

\* Mobile ad sizes required with Billboard and Leaderboard

## 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.**

\* Custom digital packages available — pricing upon request.

# 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.

ASK ABOUT OUR  
DIGITAL  
PROMOTION  
PACKAGES

## SOCIAL MEDIA ACTIVATION

Social media posts included with digital packages.

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

# 10%



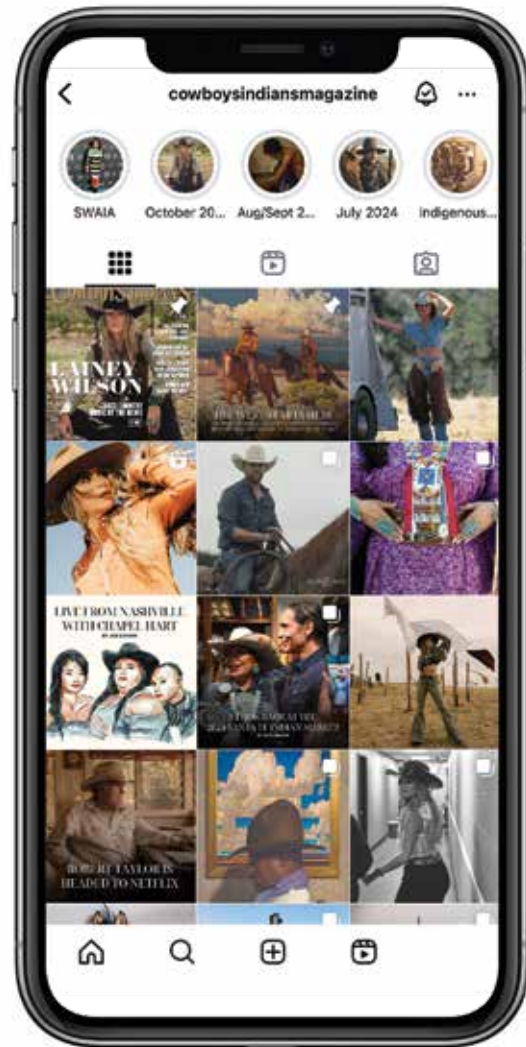
\* Source Cited: MPE Tells & Sells

# SOCIAL MEDIA AND INFLUENCERS

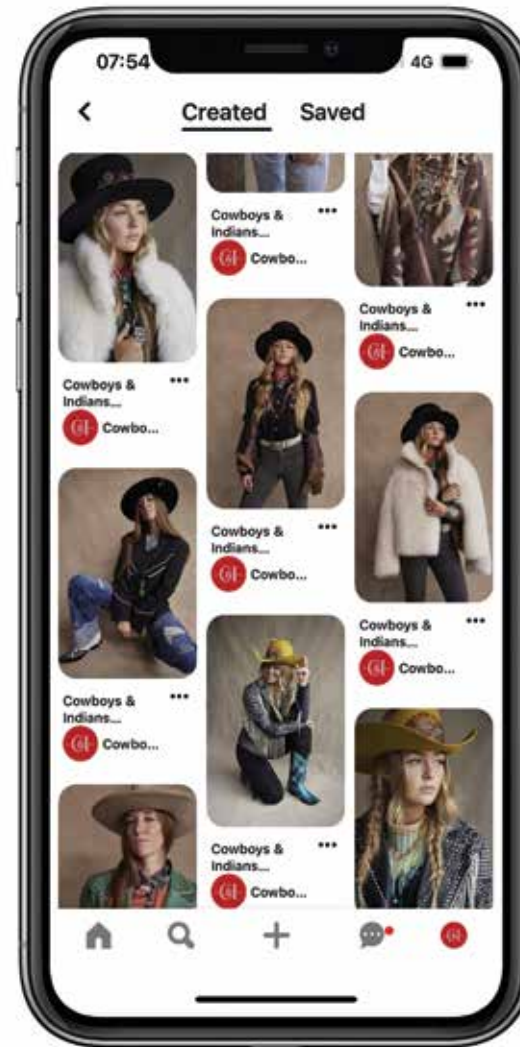
C&I's active social media footprint connects with its audience in meaningful ways like never before, with 687K+ followers across Facebook, Instagram, Pinterest, Twitter/X, and TikTok.



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*

\* Source Cited: All Social Media — Sprout Social 2024



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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

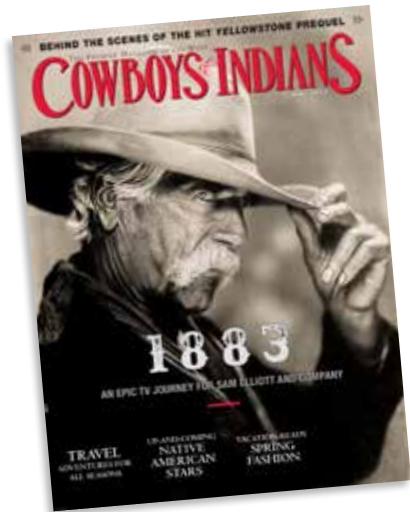
\* Provides direct response to your marketing message

The screenshot shows a vertical email newsletter layout. At the top, the title "COWBOYS INDIANS THE POST" is displayed in red and black. Below the title, there are four content blocks, each with a "READ STORY" button. The first block features a photo of a woman and a dog, with the headline "Meet The Real Westerners Behind C&I's 2024 Spring Fashion Photoshoot" and a sub-headline mentioning "Ranchers, musicians, and actors came together in this year's spring fashion photoshoot at the TRS Ranch. Get familiar with the *Casabian*, FBI actor *Jeremy Davies*, and more." The second block shows a man in a cowboy hat and jacket, with the headline "Good Guys Wear Black Hats" and a sub-headline "A good ol' black hat will go with just about anything and look great on just about anyone. Good Guys Wear Black Hats." The third block is a promotional banner for "RESISTOL WE LIVE IT EVERY DAY" with the sub-headline "EXPERIENCE THE BEST OF THE WEST ON THE GO!" and a "Shop Now" button. The fourth block shows a brown leather sofa, with the headline "The Architect Of Your Dreams: Comfort Meets Luxury With Brumbaugh's" and a sub-headline "The Architect Sofa displayed in The Hotel Drovers in Fort Worth, Texas, embodies modern elegance with its sleek design and luxurious comfort. Crafted with precision and attention to detail, this sofa seamlessly blends..."



\* Source Cited: Campaign Monitor 2024

# 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.

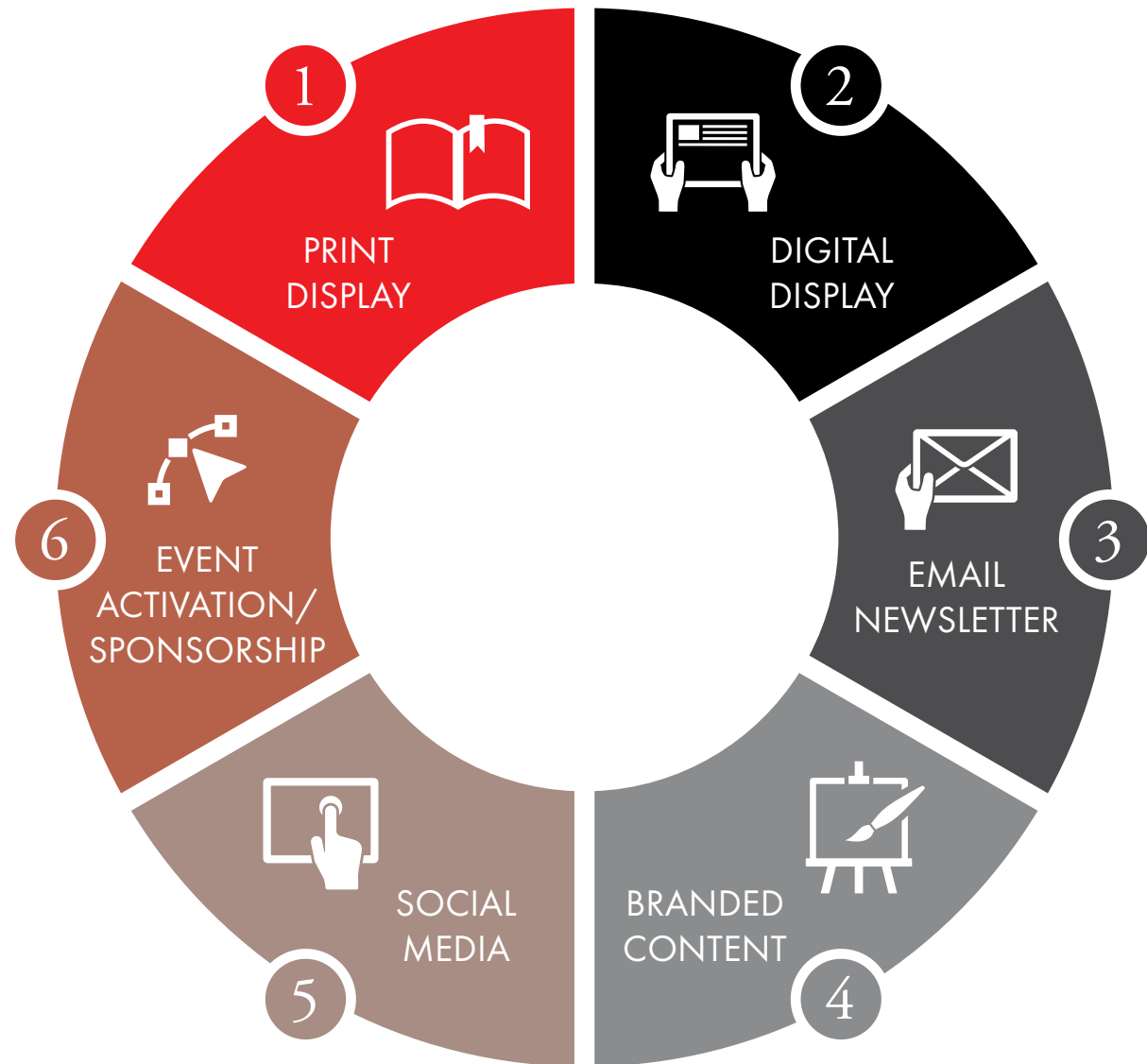
## LOOK FOR C&I AND TETON RIDGE AT THESE EVENTS

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



# COWBOYS & INDIANS

THE PREMIER MAGAZINE OF THE WEST

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

**Kendal Rae Jensen**  
kendal@cowboysindians.com  
801.603.6216

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

**Matt Russell**  
mrussell@cowboysindians.com  
817.913.5546

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

**Jodi Corbell**  
jcorbell@cowboysindians.com  
817.313.2485

## SELECT ACCOUNTS

**Becca Kantor**  
becca.kantor@tetonridge.com  
971.563.7779

## ADVERTISING COORDINATOR

**Keely Junot**  
kjunot@cowboysindians.com  
214.239.6964



cowboysindians.com

