

2010

MEDIA KIT



Image © Steve Thormton

^{American}
Cowboy

EDITORIAL IMPACT

The Voice of the American West...

► **Inspiring**

This is our West, and we celebrate its greatness. Our passion for its culture, people, places and history runs deep and is reflected in everything we say and do. American Cowboy readers relate to this passion and recognize its authenticity, which is why we have been America's favorite Western lifestyle publication since its launch in 1994. Through our signature mix of in-depth reporting, vivid photography, and social commentary, American Cowboy keeps alive this love affair with all things Western and nurtures the dream of those who aspire to live the lifestyle.

► **Engaging**

With each issue, American Cowboy engages more than 330,000 of your best customers for whom the Western lifestyle and cowboy code is central to their core values and how they choose to live their lives. This is demonstrated through their ongoing commitment to purchasing Western goods for their homes and family, to pursuing Western-themed vacations, events, and activities, and to participating in active outdoor sports like rodeo, trail riding, fishing and hunting.

► **Influential**

American Cowboy is *the* cultural chronicler of the American West, covering every aspect of the lifestyle including personalities and legends, history and heritage, travel and events, art and entertainment, sports, food, and fashion. For more than 16 years, our in-depth involvement with manufacturers, retailers, event producers and associations—coupled with our unparalleled following of loyal readers—has kept our magazine at the heart of the Western community. Our commitment to extending our impact and influence beyond the magazine means sustained success and growth for your brand with a consumer who is eager to experience and exemplify the Western lifestyle and culture.



Top: Image courtesy of Justin Hat Company © Steve Thornton Bottom: Image © Steve Thornton

CIRCULATION

Frequency: **6 issues / year**

Single Copy Price: **\$4.99**

Circulation:..... **95,000**

Subscription Price: **\$19.95 for 6 issues**

Source: June 2009 ABC statement

America's favorite Western lifestyle publication since 1994

VITAL STATISTICS

► READER PROFILE

Affluent, active readers

Total Audience	332,500
Male / Female	54 / 46%
Average Age	50
Married.....	62%
College Educated (Any).....	74.5%

HOUSEHOLD INCOME

Median Household Income	\$84,429
\$100,000+.....	24.7%

REAL ESTATE

Home Ownership.....	82%
Second Homes.....	23.5%

READERSHIP HABITS

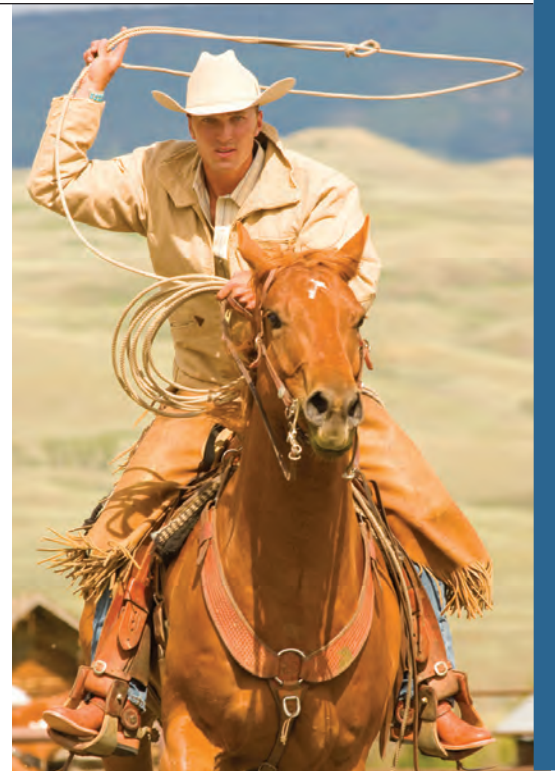
Loyal, committed readers

Read AC the same day they receive it	71.4%
Read every issue of AC	72%
Average time spent per issue	126 minutes

98.5% Percentage of readers who will definitely or probably renew their subscription

83% Have taken any action as a result of reading American Cowboy*

* purchased an advertised product or service, visited an advertiser's website, contacted an advertiser, etc.



PURCHASING POWER

	Purchased in the past 12 months	Average amount spent
Western Apparel	75.7%	\$400
Books / CDs / DVDs	72.4%	\$351
Pet Food & Products.....	56.4%	\$608
Boots	56%	\$371
Gifts & Collectibles	51.6%	\$413
Garden Supplies	49%	\$372
Hats.....	43%	\$193
Home Furnishings	40%	\$1,526
Jewelry	37.8%	\$440
Barn / Fence / Building Materials.....	33.6%	\$4,341
Western Art & Collectibles.....	32%	\$1,024
Saddles & Tack	31.7%	\$800
Hunting / Fishing / Camping Gear	31.7%	\$719

Nearly 70% of AC readers have made purchases via Internet, phone, or mail in the last year

Source: 2008 American Cowboy Reader Study, RRC Associates, Boulder, CO

VITAL STATISTICS

▶ TRAVEL & LEISURE

VACATION TRAVEL

- 86.5%** Traveled on an overnight domestic trip in the past year
- 71%** Traveled to/within the Western United States in the past year
- 80.6%** Stayed in a hotel / motel
- 51.7%** Plan to take a Western-themed vacation in the next 12 months
- 9.8** Average number of days of each vacation
- 1.7** Average number of vacations taken per year
- \$3,763** Average amount spent on travel last year

SPORTING EVENTS & RECREATIONAL ACTIVITIES

- Rodeos and Shooting Sports..... **72.9%**
- Horseback / Trail Riding **57.2%**
- Camping / Fishing / Hunting..... **48.9%**
- Equine Events **45.5%**

CULTURAL INTERESTS

- Western Movies **82.2%**
- Country / Western Concerts..... **54%**
- Museums & Historical Sites **48.4%**
- Festivals & Parades..... **42%**
- Western Art Shows & Sales..... **35.6%**

HOBBIES & LEISURE PURSUITS

- Sight-Seeing **55.4%**
- Shopping..... **51.6%**
- Gardening..... **45.7%**
- Cooking / Entertaining **44.5%**
- Collecting Western Art **33.8%**

HORSE OWNERSHIP & ACTIVITIES

- 2.8** Average number of horses owned or leased by AC readers
- \$4,210** Average amount spent per year on horses
- 57.2%** Percentage of readers who regularly ride horses
- 34%** Percentage of readers who own horse trailers

RESIDENCY

- Rural..... **59.5%**
- Suburban **27.5%**
- Urban **13%**

Source: 2008 American Cowboy Reader Study, RRC Associates, Boulder, CO



FEBRUARY/MARCH	APRIL/MAY	JUNE/JULY
<p>101 BEST WESTERN EVENTS Our Definitive Roundup of the Country's Top Western Events</p> <p>Travel The Southwest, including New Mexico, Arizona, Utah and Colorado</p> <p>Gear Boots</p> <p>Special Advertising Sections Western Weddings • Home Décor</p> <p>Advertising Deadlines Ad Close: November 18, 2009 Materials Due: November 20, 2009 On Sale: January 5, 2010</p>	<p>THE ANNUAL TRAVEL ISSUE Essential Information for Planning the Perfect Western Vacation</p> <p>Travel The Great Plains, including North Dakota, South Dakota, Nebraska and Kansas</p> <p>Gear Jeans and Shirts for Spring</p> <p>Special Advertising Sections Ranch Home and Garden • Real Estate: Living the Dream • Western Art and Photography</p> <p>Advertising Deadlines Ad Close: January 20, 2010 Materials Due: January 22, 2010 On Sale: March 9, 2010</p>	<p>THE ADVENTURE ISSUE The Ultimate Guide for Active Adventures</p> <p>Travel The Northwest, including Washington, Oregon and Idaho</p> <p>Gear Hats</p> <p>Special Advertising Sections National Day of the American Cowboy • Western Weddings • Rodeo Roundup • Accessories and Jewelry</p> <p>Advertising Deadlines Ad Close: March 24, 2010 Materials Due: March 26, 2010 On Sale: May 11, 2010</p>
AUGUST/SEPTEMBER	OCTOBER/NOVEMBER	DECEMBER/JANUARY
<p>THE ENTERTAINMENT ISSUE Western Celebrity and Entertainment News</p> <p>Travel The Northern Rockies, including Montana and Wyoming</p> <p>Gear Guns and Knives</p> <p>Special Advertising Sections Ranch Home and Hearth • Equine Events and Gear</p> <p>Advertising Deadlines Ad Close: May 19, 2010 Materials Due: May 21, 2010 On Sale: July 13, 2010</p>	<p>THE RODEO ISSUE In Depth Coverage of the Pro Rodeo and Bull Riding Season</p> <p>Travel Texas and Oklahoma</p> <p>Gear Jeans and Shirts for Fall</p> <p>Special Advertising Sections Guide to PBR World Finals • Rodeo Events and Travel</p> <p>Advertising Deadlines Ad Close: July 21, 2010 Materials Due: July 23, 2010 On Sale: September 7, 2010</p>	<p>THE ANNUAL GIFT GUIDE Unique and Distinctly Western Gifts for Everyone on Your List</p> <p>Travel The Pacific, including California and Nevada</p> <p>Gear Belts and Buckles</p> <p>Special Advertising Sections Holiday Gift Guide • Guide to WNFR and Cowboy Christmas Gift Show</p> <p>Advertising Deadlines Ad Close: September 22, 2010 Materials Due: September 24, 2010 On Sale: November 9, 2010</p>

Editorial content is subject to change.

AD DIMENSIONS

Magazine trim size is 8" x 10 7/8" (8 x 10.875)

All materials must be submitted according to the specs shown below.

Display Ad Dimensions (width is given as the first dimension)

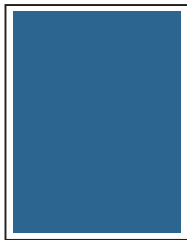
Full page with bleed	8 1/4" x 11 1/8"	(8.25 x 11.125)
Full page (live image area)	7 1/4" x 9 3/4"	(7.25 x 9.75)
2 page spread with bleed	16 1/4" x 11 1/8"	(16.25 x 11.125)
1/2 page spread with bleed	16 1/4" x 5 1/2"	(16.25 x 5.5)
2/3 page vertical	4 3/4" x 9 3/4"	(4.75 x 9.75)
1/2 page horizontal	7 1/4" x 4 3/4"	(7.25 x 4.75)
1/2 page vertical	3 3/8" x 9 3/4"	(3.375 x 9.75)
1/4 page vertical	3 3/8" x 4 3/4"	(3.375 x 4.75)
1/3 page square	4 3/4" x 4 3/4"	(4.75 x 4.75)
1/3 page vertical	2 1/4" x 9 3/4"	(2.25 x 9.75)
1/6 page vertical	2 1/4" x 4 3/4"	(2.25 x 4.75)

Western Shopper Ad Dimensions (width is given as the first dimension)

1/9 page	2 3/16" x 3"	(2.188" x 3")
Double 1/9 page vertical	2 3/16" x 6 3/16"	(2.188" x 6.188")
Double 1/9 page horizontal	4 1/2" x 3"	(4.5" x 3")

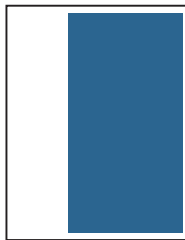
Destinations Ad Dimensions (width is given as the first dimension)

1/12 page	2 1/8" x 2"	(2.125" x 2")
Double 1/12 page vertical	2 1/8" x 4 1/4"	(2.125" x 4.25")
Double 1/12 page horizontal	4 1/2" x 2"	(4.5" x 2")

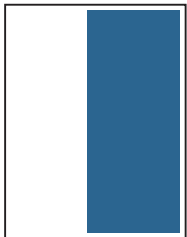


Full pg bleed
8 1/4 x 11 1/8

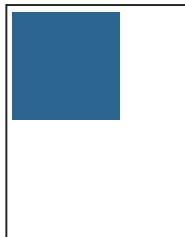
Full pg non-bleed
7 1/4 x 9 3/4



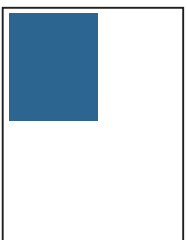
2/3 pg V
4 3/4 x 9 3/4



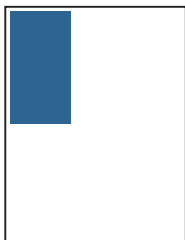
1/2 pg V
3 3/8 x 9 3/4



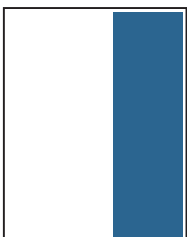
1/3 pg Sq
4 3/4 x 4 3/4



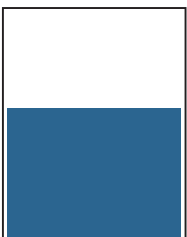
1/4 pg V
3 3/8 x 4 3/4



1/6 pg V
2 1/4 x 4 3/4



1/3 pg V
2 1/4 x 9 3/4



1/2 pg H
7 1/4 x 4 3/4



1/2 pg spread with bleed
16 1/4 x 5 1/2

MATERIAL REQUIREMENTS

Production Ad Specifications

If needed, American Cowboy can create your ad for you. A proof will be emailed to you for approval and sign off. American Cowboy will provide two proofs before final approval.

- For ads being created by American Cowboy, submit typed copy and basic ad layout.
- Digital images provided must be saved as a .TIFF or .EPS file, CMYK, 300 dpi. Color will shift in files provided as RGB. A color proof must be provided from file for accuracy and reference.
- Transparency or 35 mm slide acceptable for color ad but will incur additional charges for each image.
- Photograph prints are not recommended and American Cowboy cannot guarantee quality if provided.
- Logos must be submitted as a PDF, all other file types are subject to review for reproduction quality.

Any ads or materials that do not follow these specifications are not guaranteed for reproduction.

DISCLAIMER: American Cowboy magazine will review client's digital ads. If additional work is necessary to ensure proper output of ad, **additional production charges may apply.** If delays occur due to missing or non-compatible resource of font file, late charges may apply.

All questions regarding materials, inserts, BRCs or other inquiries should be directed to:

Barbara Van Sickle, Production Director

Phone: 303.625.1624 | Fax: 303.413.1602

Email: bvansickle@aimmedia.com

All ad materials should be sent to:

Production Department

American Cowboy Magazine

2520 55th Street, Suite 210

Boulder, CO 80301

Phone: 303.625.1624

Email: production@americancowboy.com

Ads Provided as Digital Files

All digitally submitted ads should be saved as a PDF (for partial page ads) and a PDF/X-1a (for full page ads) and submitted on CD. Files under 10MB can be emailed to production@americancowboy.com

Files must be saved as CMYK (not RGB), 300 dpi. For any other platform, contact the Production Director.

Ad Materials Checklist

File Format: (CS2), InDesign, Illustrator, or Photoshop saved as .TIFF or .EPS.

- ✓ Ad file set to correct dimensions.
- ✓ All resource files included in the ad (logo, graphics and photo images).
- ✓ All screen and printer fonts (no True Type fonts accepted).
- ✓ For bleed ads please be sure to follow specifications listed allowing 1/8" beyond trim.
- ✓ Full page ads: Safety area (text and images) on all ads must be 3/16" from the ad trim. Content not within this area may be subject to trim.

Printouts and Proofs

- ✓ Printouts of ad and disk directory required.
- ✓ We cannot accept a digital ad without a printout of the full ad.
- ✓ SWOP certified proof created from the ad file provided. Total area density should not exceed SWOP standard of 300%. If a SWOP proof is not available, one will be created for an additional \$30 charge. This is required for all ads on press for accuracy of reproduction of color. There is no guarantee of color without a SWOP proof.



NATIONAL DAY OF THE AMERICAN COWBOY

In 2004, American Cowboy launched the first ever National Day of the American Cowboy (NDAC) campaign, asking Americans to support the passage of a resolution designating the 4th Saturday of July as the official day of the American cowboy, and encouraging them to celebrate the cowboy and the cowgirl for their enduring contribution to the courageous, pioneering spirit of America.

Thanks to an outpouring of letters and petitions from our readers to legislators and the President, the National Day of the American Cowboy Resolution was first passed by the United States Senate in 2005. That same year, President George W. Bush issued a statement of support for the resolution, proclaiming, “We celebrate the cowboy as a symbol of the grand history of the American West.” The resolution has been passed each year since 2005, and is currently awaiting passage for 2010.

As public enthusiasm for National Day of the American Cowboy continues to grow in leaps and bounds, we are confident that the 4th Saturday of July will soon be named a permanent celebration on the national calendar.

This year, the 5th annual National Day of the American Cowboy falls on Saturday, July 24, 2010. Hundreds of events—from in-store demos to sidewalk sales, cook-offs to roping contests, poetry readings to rodeos—will take place all across the country to commemorate the American cowboy and cowgirl and their important contributions to our nation’s history and culture.

HELP PRESERVE AMERICA’S COWBOY & WESTERN HERITAGE!

To learn how you, your business, or your community can get involved, or for great ideas to help you plan, promote, and produce a successful NDAC celebration, **please visit www.cowboyday.com**.



American Cowboy

If you would like to advertise,
please contact

DEANNA JARNAGIN
deanna@americancowboy.com
Tel: 214.535.5557 | Fax: 972.637.3397



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by Steve Thornton

TO CONTACT PRODUCTION,
please email production@americancowboy.com

TO CONTACT EDITORIAL,
please email editor@americancowboy.com

TO LIST AN EVENT,
please visit www.americancowboy.com/events

TO ORDER REPRINTS,
please call 303.625.1610

TO SUBSCRIBE TO AMERICAN COWBOY,
please call 800.297.6933

American Cowboy
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