

Canadian
Cowboy
Country

MEDIA KIT 2019



Advertising with *Canadian Cowboy Country* is a no-brainer. As a western lifestyle company that has over 100 years of experience in the clothing and retail industries, we find this publication reaches our target demographic. We create and manufacture several brands that encompass men, women, kids, and a wide range of ages. Therefore, it is important we find advertising opportunities that can meet many target markets. We are exceedingly happy with our partnership with *Canadian Cowboy Country* and will continue to work with them in the future.”

—Emily Simpson,
Miller International Inc.

TANNER YOUNG
PUBLISHING GROUP

Canadian Cowboy Country Magazine

Frequency: Six times per year (F/M, A/M, J/J, A/S, O/N, D/J)

Circulation: PAID.

Readership: 63,500+ per issue (estimate)

For 20 years, *Canadian Cowboy Country* magazine has been dedicated to the preservation of our western heritage and culture. Each issue takes our readers into the heart of the Canadian West through compelling stories of the people and places that define this unique western lifestyle. We recognize our history with the Trailblazers series and celebrate our future with profiles on the ranches, families and the working cowboys whose mark on the West is as permanent as a brand. Throughout the year we feature western vacations, fashion, homes of the West, horse training and cowboy-tested cattle tips. We invite you to come along for the ride.



Digital Edition

Pro Rodeo Canada Insider

Frequency: Six times per year (F/M, A/M, J/J, A/S, O/N, D/J)

Circulation: Included in *Canadian Cowboy Country* + digital publication

Readership: 63,500+ per issue (estimate)

Canadian Cowboy Country magazine is very honoured to have been chosen as the “official magazine” of the Canadian Professional Rodeo Association (CPRA). The *Pro Rodeo Canada Insider* is a section within *Canadian Cowboy Country* magazine dedicated to the news and events of the CPRA. It is written for the fans of Canadian professional rodeo. Some of Canada’s top rodeo writers—including Barb and Dave Poulsen, Tim Ellis and Dianne Finstad—share their rodeo knowledge and insight, in addition to guest columnists throughout the year. The *Pro Rodeo Canada Insider* is also available as a digital download on rodeocanda.com and cowboycountrymagazine.com



FREE
Digital Edition



cowboycountrymagazine.com

[cowboycountrymag](https://www.facebook.com/cowboycountrymag)

[CowboyCntryMag](https://twitter.com/CowboyCntryMag)

Canadian Finals Rodeo Souvenir Program

Frequency: Annual

Circulation: PAID. 4,500 copies

Readership: N/A

Since 2011, *Canadian Cowboy Country* magazine has been honoured to be chosen as the creator and publisher of the official *Canadian Finals Rodeo Souvenir Program*. This highly collectable souvenir program highlights the rodeo year in review, the qualifiers rodeo standings and biographies, CFR records, Rodeo Hall of Fame inductees and the CPRA’s award-winning competitors and rodeo stock. Virtually sold out every year, this program is a sought-after souvenir of our country’s top rodeo.



Why Print?

PRINT MEDIA ADVERTISING DRIVES MEMORY

Research shows that people read slower with better comprehension when reading on paper than online — slower reading allows you to gain deeper understanding. Print provides a more focused way of reading too as magazines are laid out intentionally for readability.

PRINT ADS HAVE STAYING POWER

The staying power of print gives print advertisers an aura of strength and solidity. People view print advertisers as more trustworthy than those in digital formats. Print media advertising looks richer and, somehow, more believable than online ads.

PRINT BUILDS AWARENESS

All types of advertising require frequency to be effective. While TV and online campaigns show diminished awareness of an advertiser or brand after running four times, awareness continues to grow with the frequency of print ads. Print media advertising increases brand loyalty and purchase decisions far more than online.

Canadian Cowboy Country consistently delivers our readers high-quality and reliable content. Our advertising partners easily leverage this credibility. Known as the *halo effect*, brands who place ads in respected print publications receive the same positive feelings from readers that are associated with the publication itself. This means your ads are seen as completely trustworthy, which makes generating leads and sales much easier.

Value • Integrity • Reputation

When you invest in an advertising partnership with *Canadian Cowboy Country* magazine, you are connecting with 63,500+ readers who live, work and play in *Canadian Cowboy Country*.

Our readers are devoted subscribers, who look forward to receiving their copy in the mail and read each issue cover to cover. The trust level that we have earned through the integrity of our editorial reflects directly onto our advertising partners, aligning your brand with our impeccable reputation and sustainability, creates an invaluable ROI and brand growth opportunities.

With a conservative pass-along reach estimated at 8 people per copy, an online presence extending our reach into a digitally engaged demographic with industry and lifestyle news, event listings and behind-the-scenes features, our multiplatform solutions guarantee a “traditional meets virtual” campaign execution.

Our readers are actively engaged in and on farm and ranch operations, participate in and attend equine and rodeo events, regularly purchase western wear, home décor, art, and annually invest in trucks, trailers, and agricultural equipment. Allow us to extend our 20 years of earned trust as the voice of the Canadian West to grow your brand.



WHY IS PAID CIRCULATION BETTER?

MORE READERS

Print Measurement Bureau (PMB) statistics show that paid circulation magazines **have more readers per copy.**

STRONG RELATIONSHIP WITH READERS

Qualitative data from PMB shows that paid circulation magazines have better scores for both time spent reading and editorial interest.

EDITORIAL DISCIPLINE

Paid circulation magazines **have to earn their cover price.** Therefore the editorial has to be engaging and of the highest quality.

Distribution

CIRCULATION

11,100

Per issue
print average

450+

Per issue
digital average

11,550

Total

READERSHIP

63,525

Per issue average
(estimate)

Coming Up in 2019

February/March

Western Retail

April/May

Vacation Guide

June/July

Arts/Culture

August/September

Working Cowboys

October/November

Championship Rodeos

December/January

Christmas in Cowboy Country



Our Readers

DEMOGRAPHICS

53% Male

47% Female

76% Married

91% 41+

AVERAGE ANNUAL INCOME

\$71,000 Approximate Annual Income

24% \$100,000+ Annual Income

EDUCATION

61% College or University

RESIDENCE

67% Rural

24% Urban

91% Own

READER ACTIVITIES

90%

Travel to attend rodeos

71%

Travel more than once per year

77%

Plan on replacing vehicle within 24 months

59%

Own horses

77%

Own on average 6 horses

48%

Own cattle

44%

Purchase western art

44%

Purchase western home décor

73%

Purchase western fashion

Magazines Canada

Magazines Canada 2017 Survey Results

“...Canadians of all ages enjoy browsing for and buying magazines ... they are willing to pay for the convenience and experience of reading a physical copy, and they demonstrate a deep appreciation of Canadian content.

“...consumers who read magazines also follow through on the advertising and products they encounter there as well—reaffirming magazines’ unique ability to inspire and satisfy consumers.

“...conversion to purchase frequency is a similar amount for all age groups...

“...People who pay for magazines—at retail or by subscribing—tend to read them more often.

Rates (Rates are per issue unless stated otherwise)

BEST POSITION	1 ISSUE 2 MONTHS	3 ISSUES 6 MONTHS	6 ISSUES 12 MONTHS
Full page			
2/3 Vertical			
2/3 Vertical Premium			
1/2 Horizontal			
1/3 Square			
1/3 Vert Premium Bleed			
1/6 Vertical/Horizontal			

SPECIAL POSITION	ISSUE	3 ISSUES	6 ISSUES
OBC	For rates, please call 780-465-3362 or email sales@tanneryoung.com		
IFC			
IBC			
DPS			

MARKETPLACE	ISSUE	3 ISSUES	6 ISSUES
1/3 No Bleed			
1/6 Vertical			
1/12			

WEB	ISSUE	3 ISSUES	6 ISSUES
Big Box			
Half Box			

Deadlines

ISSUE	SPACE	MATERIAL	ON SALE
Feb/Mar 2019	Dec 21, 2018	Dec 28, 2018	Feb 1, 2019
Apr/May 2019	Feb 22, 2019	Mar 01, 2019	Apr 1, 2019
Jun/Jul 2019	Apr 26, 2019	May 03, 2019	Jun 1, 2019
Aug/Sep 2019	Jun 21, 2019	Jun 28, 2019	Aug 1, 2019
Oct/Nov 2019	Aug 23, 2019	Aug 30, 2019	Oct 1, 2019
Dec 2019/Jan 2020	Oct 25, 2019	Nov 01, 2019	Dec 1, 2019

Contacts

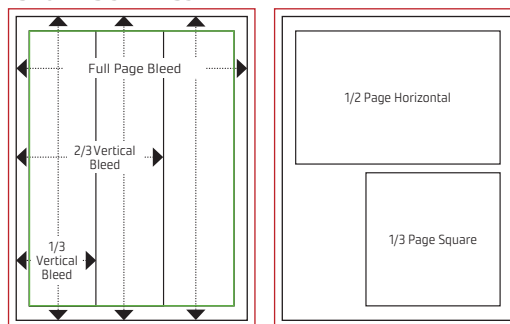
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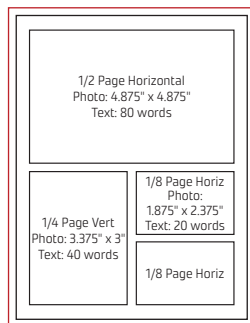
Print Ad Sizes

Display Ad	Dimensions (width x depth)
Full Page Bleed	8.125" x 10.75" Trim 8.625" x 11.25" Bleed 7.125" x 9.75" Live Area
Double Page Spread Bleed	16.25" x 10.75" Trim 16.75" x 11.25" Bleed 15.25" x 9.75" Live Area
2/3 Page Vertical Bleed	5" x 10.75" Trim 5.5" x 11.25" Bleed 4.5" x 10.25" Live Area
1/2 Page Horizontal	7.125" x 4.875"
1/3 Page Vertical Bleed	2.75" x 10.75" Trim 3.25" x 11.25" Bleed 2.25" x 10.25" Live Area
1/3 Square	4.625" x 4.875"
1/4 Page Vertical	3.375" x 4.875"
1/8 Page Horizontal	3.375" x 2.375"
1/6 Page Vertical	2.25" x 4.875"
1/6 Page Horizontal	4.6875" x 2.375"
1/12 Page	2.25" x 2.375"

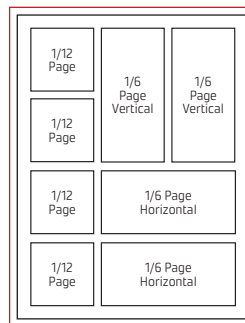
EDITORIAL DISPLAY ADS



BUYERS GUIDE FORMATED ADS



WESTERN DIRECTORY



Ad Policies

- The publisher will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements.
- All advertising is subject to acceptance by the publisher.
- The publisher reserves the right to add a keyline to fractional ads to differentiate them from editorial.
- Late receipt of ad materials or changes are subject to additional charges.
- The publisher owns all rights to advertisements and related media produced by the company. Advertiser purchases only space and one time use of artwork.

Ad Requirements

Press Ready Files

- Please build your ad to the exact size specified, with no excess white surrounding the image area.
- Ads intended to bleed should be built to the publication's Trim Size with images extending beyond that by an additional 1/4" on all sides. This can be done using the bleed settings in your software program. Keep all essential elements (text & logos) 1/2" inside the TRIM.
- Do not include crop marks.
- Press-ready files must be supplied in PDF/X-1a format to comply with industry standards.
- All files MUST be supplied in CMYK colour mode. Any non-process colours (i.e. RGB, Pantone) will be converted to CMYK. The publisher will not be responsible for any colour shifts that may result from this conversion.

- All fonts must be embedded.
- All images must be a minimum resolution of 300 dpi at 100% size.
- The combined ink density of CMYK colours should not exceed 300%.
- Do not apply trapping to PDF files.

Proofs

- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proof must be generated from the same PDF file that is supplied for publishing.

Supplied Material For Ad Design Services

- Up to 1/4 page ads: image size minimum 6" x 4" at 300 dpi.
- Half-page and full-page ads: image size minimum 8" x 10" at 300 dpi.
- Text in digital format.

Web Ready Files

- Web optimized files (JPG, GIF, PNG), maximum file size 100 KB.
- Include 1 pixel border.

Delivery Information

- EMAIL** traffic@tanneryoung.com up to 10 MB
- HIGHTAIL** hightail.com/u/Tanner-Young-Publishing-Group
- COURIER**
Tanner Young Publishing Group
#1, 9301 50 Street, Edmonton, AB T6B 2L5 Canada