## cowboylifestylenetwork.com





## **2023-24 Media Overview**



The Cowboy Lifestyle Network was created by people who live and love the cowboy way of life. CLN's purpose is to provide you with the latest information and stories about the world of rodeo, horse competitions, Western life and everything cowboy!



At Cowboy Lifestyle Magazine, we believe in the integrity of the cowboy lifestyle and the hard-working individuals who live and love this exciting way of life. Our goal is to deliver stories that exemplify the life they lead.



## **About Us**

## COWBOY LIFESTYLE NETWORK

www.cowboylifestylenetwork.com

## WHO WE ARE

- We are the storyteller of the rodeo world.
- Cowboy Lifestyle Network is the digital promotions leader in the rodeo and Western community.
- We are rodeo because we live it; attending 100-plus rodeos a year.

## HOW WE DO IT

- A 360-degree digital marketing platform that raises awareness, amplifies conversations and creates interest while driving partners' messaging and sales.
- We create engaging and integrated content for our Western enthusiast audience that allows brands to make organic connections.

# **The Platform**

The Cowboy Lifestyle Magazine is the premier way to reach the Western lifestyle culture. Our platform allows you to reach your audience via print and digital – and on any size screen.

### DIGITAL

We create conversations that drive awareness & sales.

- Audience of **2 MILLION**
- **5 MILLION** reaches monthly
- **500K** monthly engagements



### PRINT

We create compelling content which provides staying power for your brand.

- □ Print readership of **80,000** per edition
- Digital readership of **80,000** per edition

□ 160,000 impressions per edition



# **Our Reach**

CowboyLifestyleNetwork.com SPRING 2023	COMPOSITION	Full-color throughout
	TRIM SIZE	8 3/8" x 10 7/8"
LIFESTY	<b>STOCK</b>	8pt. Gloss Cover; 70# Gloss Text
<complex-block></complex-block>	FREQUENCY	Published quarterly
	CONTENT & DESIGN	The magazine consists of editorial and photography that captures the Cowboy lifestyle with a focus on Western and rodeo culture. Partners are provided the opportunity to blend their story into our platform.
	READERSHIP PER EDITION	80,000 print per edition / 80,000 digital per
	PRINT DISTRIBUTION	Each print edition of Cowboy Lifestyle magazine will be distributed complementary in top Grocery Stores and Drug Stores throughout Oklahoma, Texas, Colorado, Tennessee, Nevada, and Arizona. (See Next Page in this media kit for our distribution markets and retail distributors)
	DIGITAL DISTRIBUTION	Each edition of Cowboy Lifestyle magazine will be digitally distributed on the Cowboy Lifestyle Network website and to its social media followers and subscribers.

# The Magazine



### **Four Editions Annually**

Spring Summer Fall Winter\*

\*Special edition distributed at NFR events in Las Vegas

### Each Edition is distributed in these western markets

Oklahoma (Tulsa, Oklahoma City) Texas (Austin, Dallas, Houston, San Antonio) Colorado (Denver) Tennessee (Nashville) Nevada (Las Vegas) Arizona (Phoenix)

### Major Retailer Distribution

Publix, Kroger, Walgreens, HEB , CVS, Albertsons, Fiesta, Randall's, Tom Thumb, Foodtown, Terrible's , Reasor's Foods

Cowboy Lifestyle Magazine Provides the Permanence of Print and the Delivery of Digital

## Distribution

### CONTENT / EDITORIAL COVERAGE

#### **Digging into the Max' Multipurpose Tool Kit by Forrest Tool Company** THE 8-IN-1 TOOL FOR ANY OCCASION, BUILT TO ACCOMPANY YOU FOR ANY ADVENTURE YOU TAKE IT ON

Whether you're a rancher, farmer, outdoor enthusiast, or just a person that likes to be prepared for anything that comes their way, then you're going to want to check out the Max® Multipurpose Tool Kit created by the Forrest Tool Company, Today, we are excited to cover all of the ways that you can use this tool and what you can expect when you add it to your tool bag. Let's dig in! RY KOYSTA DAFEDATH

#### WHAT IS THE MAX" MULTIPURPOSE TOOL KIT?

want to start by giving you a little background on the tool itself. If you've been looking for a does-it-all tool to add to your collection, then you can store looking. Unlike other bulk y tool kits that take up valuable space the tool comer with eight commonly used took all in one light-weight, easy-to-carry, and stow core. One of the things we fore most about the MAR\* or that it is proudly manufactured in the USA and is a standard piece of equipment on Army Light Tacti-cal Vehicles. Now that you have the basics, let's dig a bit deeper

#### HOW TO USE THE MAX<sup>®</sup> MAX\* AX BEAD

The MAX\* As is areat for splitting firewood for a campling wood stown or relating fireglace at bottle. You can about use it to fell trees for wood, or buck logs and trees that have fallen on the trail or path that you're following. The handle of the an is made out of composite polyglass, making it light and easy to is make out of companie polygists, making it light and easy to get the job dane. **STRILING SURFACE** The MAX<sup>\*</sup> Hudson Eay an bead has a striking nurface that is opposite of the an blade. This works in a pinch as a basis mer

if you need to mend fences or other structures on the ranch. It is also perfect for driving text stakes, anchors, spikes, or anything else you need to secure to the ground. Stash away that bassness, the MAX<sup>a</sup> bas you covered! PICK

The MAX<sup>®</sup> pick is an excellent tool for busting up rocky soil before moving it or breaking up stuck-together material such as feed, bay, or ice, for spreading, If you want to locsen up some stubborn ground before planting, this is your tool! BARE & BOE (MCLEOD)

The MkCleod rake and hose attachment is the perfect combo tool! Its primary purpose in fire control is to cut fire breaks in the land to prevent/manage the ability of wildfire to spread. It's also great for campsite preparation. You can use the rake side to collect kindling and clear brush, then turn it around to level space for the tent, firepit, and camp furniture.

10 Comport LUNSTIC



		FORREST TOOL
6	MATTOCE	Company has been
£.	The mattock, when attached, turns the MAX* into a Pulaski,	creating rugged
6	which is a primary tool for fire control efforts. The mattock	and milliary-glade
÷	attachment cuts through roots and soil like butter and is great	tools for more
5	for digging out a trench quickly or removing tree stumps and	Iten25years II
	roots around your property	was important to
	BEOAD PICE	them from day one
:	The MAX* broad pick is ideal for tearing through tough, wet	to provide their
٢.	soil such as clay or silt that won't loosen up the way rock y or	gustomers with a
	dry soil will. It's great for narrow trench work if you need to	product that could not
r.	lay wire or conduit. It also works great as a pry-bar to lever	only withstand the
÷.	heavy objects that need to be moved, whether you need to	loughest conditions
	pull some boards from a fence or building, or you are trying	but also be proudly
	to shift boulders or large logs to other locations. The MAX*	made in America.
I.	broad pick is one of those tools that is handy in any situation	When you make
	you putit in.	the purchase on
	SHOVEL	your Forrest Tool,
	The MAX*shovel is a keyelement in our kit. With a full-size	you are making a
	showel blade, it makes recovery efforts a breeze. You can use it	one-time investment
2	to dig your vehicle out when it high-centers, gets stuck, or to	ina looi that will last
6	dig a quick latrine if you catch yourself in a bind. At 34 inches,	a lifetime. Made in
	it's not quite a full-length shovel, but it's longer than most	America, trusted by
	camp showels. The showel, combined with the polyglass an	the military, you can't
2	bandle provides an ergonomic grip that's shaped to be strong	gowoorg with this all-
	wherever you're applying force.	in-one tool



Having a versatile, rugged and well-made multi-purpose tool on hand h a must for property maintenance. Whether KS making spack owned 4 arcs to lar a more frace. Fine, specified store and cleaning out migration disches or simply splitting fre-wood. The importance of a quality to cleanist be over stated Forest froid company. The MAX's tool is particular for sprang pack. Init hashed op and XF consenting to yoar tool. so that the right tool is always on hand



FORREST TOOL Durango, Colorado forresttool.com 🔟 🚹 🕨 COMPANY TEL: 970.375.0003



### PRODUCT SHOWCASE

#### FORNEY, BALES HAY FARM ANNOUNCE YOUTUBE COLLABORATION TWO FAMILY-ORIENTED. **AMERICAN COMPANIES ARE** JOINING FORCES IN 2022

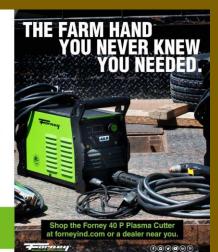
n apporting families and nuchers a n correct. We're expr as see what

40 P PLASMA CUTTER	Windowd strage? The Rose-IO Pracewards back strage infoem increase? Not it or it is not not at the fo
FOR HEAVY-DUTY CUTTING ACTION INDIVING PORPORES DUTY CHI THE	<ul> <li>Bodysta www.thile-point result.</li> <li>Complete year formy (O.P. parameted with from y</li></ul>
Free Of Search die Organisation provide and the provide interaction in text to port and the last	domains and pitts yourk. All more Comment PRO to
desirating spatialities allow provide the provide and the last	shall, data anthy program can mail promot grows with
interaction. The is examined provide coll for them the end entry of a last block by provide and	you all with you'r evolution. The former fodults
war na konstat wit moreal process. It behave the code you see and got to? or eached as reasons	officing wat for anytocore in a local data analysis
that a server and topic and the registeries along instant to control you and for party or a freezo-	available

22 .



AN YOU GIVE US A LITTLE MT OF BACK-ROUND ON YOUR LIFE AND HOW YOU CAME O BE AN ARTIST? I dath ever remember an downing, I workl draw o is to make our living





# **Content Opportunities**





Bales Hay Farm and Ranch

View channel

A.E. Engine's <u>Digital Creators Network</u> presents Trevor Bales. Trevor is a 6th generational farmer, whose family began farming as homesteaders over 100 years ago in Buckeye, Arizona, in 1891. His farm grows, harvests, and stores feed for wholesale and retail customers to purchase.

### **#1** YouTube Snapshot

- 42k+ subs / almost 2.6 million views
- Launched in May 2019
- Produces 2-3 videos per week
- Partnered with several major farming influencers, including <u>Cole the Cornstar</u> and <u>Millenial Farmer</u>.

### **#2** What Trevor Can Do

- Organic product use In Show
- Spotlighted in Segments check this out!
- Reviews and Use Cases utilizing the entire crew

### **#3** What Trevor Wants

- Long-term partners to grow with
- Partners who fit his life and business

### Learn more here: <u>www.ae-engine.com/trevor-bales/</u>



## **Content Creator & Influencer Program**



Age 13% 18-20% 35-41% 50-

**Age** 13% 18-34 20% 35-49 41% 50-64 26% 65 and over Education 47% College Educated



**Ethnicity** 69% White (non-Hispanic) 23% Hispanic 8% Black (non-Hispanic)

Family 62% Married 43% Have Children \$80,486 Median Household Income



Residence

68% Homeownership \$232,803 Median Home Value 67% Rural Home 24% Urban Home



Sources: internal data (2,164 total survey returns), Facebook Analytics, & Google Analytics Ending December 2019

# Demographics



Gender 56% Men 44% Women



Ownership

47% own a truck 34% own a SUV 14% own an ATV 21% own a horse Planned purchases in the next 12 months:

65% of men will purchase men's apparel or accessories
79% of women will purchase women's apparel or accessories
72% plan to take a vacation or travel
33% go to a casino
26% go to a country music concert
73% go to a professional sports event
22% buy a truck
18% buy a SUV
17% buy an ATV
8% buy a horse
9% buy a livestock / horse trailer
68% buy furniture or home furnishings
25% purchase a major home appliance
46% plan to invest in an improvement for their home
18% purchase art

Sources: internal data (2,164 total survey returns), Facebook Analytics, & Google Analytics Ending December 2019

# Demographics





### **Activities last 30 Days:**

96% ate at a fast-food restaurant
90% ate at a sit-down restaurant
21% drank some type of liquor
39% drank a beer
73% have shopped online



### **Activities last 12 Months:**

35% have gone camping33% have gone hunting43% have gone fishing



### Purchases last 12 Months:

54% of men have purchased men's apparel
63% of women have purchased women's apparel
77% have taken a vacation or traveled
44% visited a casino
33% have attended a country music concert
93% have gone to a professional sports event



Sources: internal data (2,164 total survey returns), Facebook Analytics, & Google Analytics Ending December 2019

# Demographics

## FULL YEAR (FOUR EDITION) PROPOSAL

Fall 2023, Winter 2024, Spring 2024, Summer 2024

### MAGAZINE PROGRAMMING

□ Print Magazine Advertisement in each edition

Readership: 80,000 per edition

### Digital Magazine Advertisement in each edition

- Readership: 80,000 per edition
- Advertorial | Matching editorial page to promote your product/service in each edition
- Cover Placement Logo inclusion on cover (6 positions available per edition

### FULL YEAR INVESTMENT MENU

### <u>Print</u>

FULL PAGE PRINT with FULL PAGE EDITORIAL

\$15,000 for all four editions (billed in four installments)

### HALF PAGE PRINT with HALF PAGE EDITORIAL

\$11,000 (billed in four installments)

### FULL PAGE PRINT ONLY

\$10,000 (billed in four installments)

### HALF PAGE PRINT ONLY

\$8,000 (billed in four installments)



## **Full Season (four editions)**

## SINGLE EDITION PROPOSAL

Choose one edition (Fall, Winter, Spring, Summer)

### MAGAZINE PROGRAMMING

### Print Magazine Advertisement

Readership: 80,000 per edition

### Digital Magazine Advertisement

- Readership: 80,000 per edition
- Advertorial | Matching editorial page to promote your product/service

# Cover Placement (option) | Logo inclusion on cover (6 positions available)

# SINGLE EDITION

FULL PAGE PRINT with FULL PAGE EDITORIAL \$3,995

HALF PAGE PRINT with HALF PAGE EDITORIAL \$2,995

**FULL PAGE PRINT** \$3,495

Print Package includes both the print magazine and the digital magazine.



## Single Edition (print only)



## Why Our Clients Work with Us

Direct access to a large, but targeted audience

Impactful and creative social media engagement

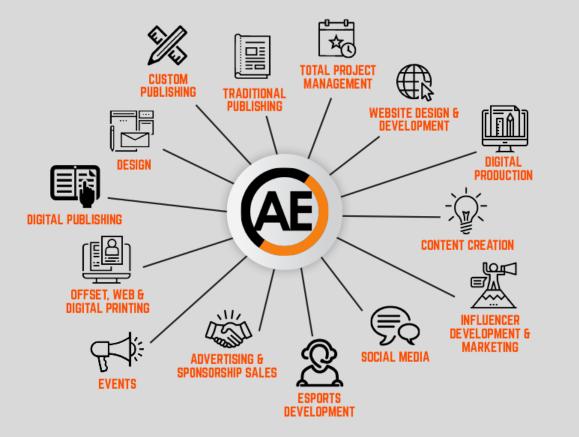
Staying power of print and massive delivery of digital

Your brand is part of the experience, not just an "ad"

Massive reach and impressions Authentic product placement and promotion









Learn more about A.E. Engine www.ae-engine.com

Learn more about the Cowboy Lifestyle Network <u>www.clngo.com</u>

For more information about the magazine www.cowboylifestylemag.com

## **Let's Partner Together**