



# 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



[www.cowboylifestylenetwork.com](http://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.

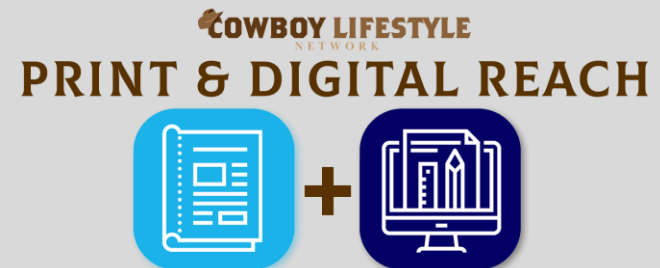
- ❑ Audience of **2 MILLION**
- ❑ **5 MILLION** reaches monthly
- ❑ **500K** monthly engagements



## 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



[Click here to view the digital edition](#)

<b>COMPOSITION</b>	Full-color throughout
<b>TRIM SIZE</b>	8 3/8" x 10 7/8"
<b>STOCK</b>	8pt. Gloss Cover; 70# Gloss Text
<b>FREQUENCY</b>	Published quarterly
<b>CONTENT &amp; DESIGN</b>	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.
<b>READERSHIP PER EDITION</b>	80,000 print per edition / 80,000 digital per
<b>PRINT DISTRIBUTION</b>	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)
<b>DIGITAL DISTRIBUTION</b>	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





## AFFILIATED - RODEO DISTRIBUTION

### Four Editions Annually

Spring  
Summer  
Fall  
Winter\*

\*Special edition distributed  
at NFR events in Las Vegas

## SOCIAL MEDIA & DIGITAL DISTRIBUTION

### 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 MARKET RETAIL DISTRIBUTION\*

### 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







Bales Hay Farm and Ranch

42.5K subscribers

[View channel](#)

A.E. Engine's [Digital Creators Network](#) 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 [Cole the Cornstar](#) and [Millennial Farmer](#).

### #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: [www.ae-engine.com/trevor-bales/](http://www.ae-engine.com/trevor-bales/)



# Content Creator & Influencer Program





### 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



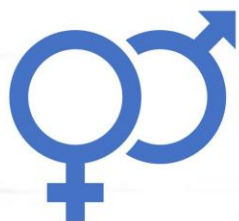
### Residence

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 camping
- 33% have gone hunting
- 43% 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

### Print

**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 INVESTMENT MENU

**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](http://www.ae-engine.com)

Learn more about the  
Cowboy Lifestyle Network  
[www.clngo.com](http://www.clngo.com)

For more information about the  
magazine  
[www.cowboylifestylemag.com](http://www.cowboylifestylemag.com)

# Let's Partner Together