

# Canadian Cowboy Country

M A G A Z I N E

## 2011 MEDIA KIT



CELEBRATING THE HEART & SOUL OF THE CANADIAN WEST SINCE 1997

TANNER YOUNG  
PUBLISHING GROUP



## CANADIAN COWBOY COUNTRY MAGAZINE

is dedicated to the preservation of our western heritage and celebrates Canada's unique cowboy culture. Each issue, our readers ride into the heart of the Canadian West and immerse themselves with the people and places that define this unique western lifestyle.

Lifestyle evolves from how we live, where we call home, how we decorate, what we drive, how we dress, how we view the world and all the people, possessions and influences we desire around us. These choices shape our way of life and influence the products and services we desire or buy.

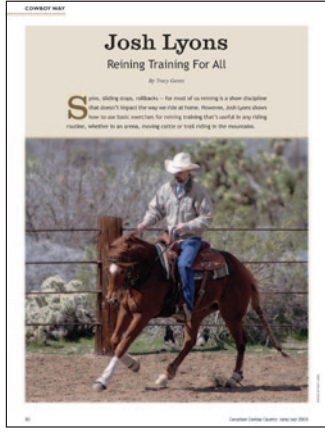
## OUR EDITORIAL PILLARS

- Rural & Western Lifestyle •
- Western Heritage •
- Livestock Handling Tips •
- Travel & Leisure •

# MAGAZINE DESCRIPTION

## REGULAR FEATURES

- **Ranching in the West** highlights the stories behind the family ranches whose cattle and horse brands have been known for a century or more.
- **Living Legends** features those Canadians who, through their life's work, have greatly contributed to the continuation of the western lifestyle.
- **Trail Blazers** focuses on the people—and in some cases, livestock—whose extraordinary life brought honour and respect to the Canadian West.
- **Cowboy Way** highlights the methods and advice from some of the top horse trainers on both sides of the border.



## DEPARTMENTS

- **Over the Edge** by Ben Crane  
Accomplished western cartoonist and musician Ben Crane brings us his must-see cartoons and hilarious stories.
- **Spirit of the West** by Hugh McLennan  
Multi award-winning radio broadcaster Hugh McLennan interviews some of the great ranchers, cattlemen, horse trainers, musicians and all-around characters of the West.
- **Reflections** by Bryn Thiessen  
Rancher, horse trainer, family man and cowboy preacher Bryn Thiessen relates the spiritual cowboy's perspective in lingo and stories.
- **Road to the CFR** by Tim Ellis  
Rodeo writer and radio broadcaster Tim Ellis explores the lives and lessons learned by the high riders on the rodeo trail.
- **Wheel to Wheel** by Billy Melville  
Practically born on the "half mile of hell," chuckwagon commentator and writer Billy Melville takes us into the barns and lives of the racing families.
- **Clowin' Around** by Ash Cooper  
Six-time winner of the Canadian Professional Rodeo Association Entertainer of the Year, rodeo clown and Leanin' Tree cartoonist Ash Cooper brings the cowboy way to life in his hilarious cartoons.
- **Music of the West** by Hugh McLennan  
Multi award-winning radio broadcaster Hugh McLennan reviews the new and classic tunes of today's western musicians.
- **Wide Cut Country** by Allison Brock  
Award-winning independent radio producer and host Allison Brock reviews the new music of today's country artists; some mainstream — some dirt road.



# 2011 EDITORIAL CALENDAR

ISSUE	FEBRUARY / MARCH	APRIL / MAY	JUNE / JULY
<b>Guide</b>	<p><b>Annual Environmental Guide *</b></p> <ul style="list-style-type: none"> <li>• Features on new technologies and innovations of "green" businesses supporting large landholder environmental issues. Includes full contact information.</li> </ul>	<p><b>Annual Vacation Guide *</b></p> <ul style="list-style-type: none"> <li>• Cowboy vacation spots in Canada, featuring highlights, attractions and major events across the West. Includes contact information and our popular pull-out Western Vacation Map</li> </ul>	<p><b>Annual Western Art Guide *</b></p> <ul style="list-style-type: none"> <li>• Pictorial of juried western art at the Calgary Stampede. Descriptions of major western art exhibitions in 2011 at Western galleries and museums; includes contact info and locations.</li> </ul>
<b>Feature</b>	<p><b>Homes of the West</b></p> <ul style="list-style-type: none"> <li>• Pictorial feature on unique homes; includes a shopping guide for builders, building supplies and finishing touches. Full contact information included.</li> </ul>	<p><b>Western Fashion Trends</b></p> <ul style="list-style-type: none"> <li>• The latest fashion trends in Western wear ranging from the barn to the boardroom; includes full contact information and online shopping guide.</li> </ul>	<p><b>Canadian Country Music Scene</b></p> <ul style="list-style-type: none"> <li>• Interviews with country music artists; shopping guide to the best music; upcoming concerts and the hottest clubs. Full contact information included.</li> </ul>
<b>Hot Brands</b>	<p><b>Western Decor</b></p> <ul style="list-style-type: none"> <li>• Pictorial spread of top trends in western furniture, design and decor. Includes description and price point.</li> </ul>	<p><b>Horse Trailers</b></p> <ul style="list-style-type: none"> <li>• Luxury horse trailer living quarters; after-market accessories. Includes description and price point.</li> </ul>	<p><b>Jewelry</b></p> <ul style="list-style-type: none"> <li>• Pictorial spread of women's jewelry and men's fashion accessories. Includes description and price point.</li> </ul>
<b>Ad Close</b>	<b>Dec 10, 2010</b>	<b>Feb 17, 2011</b>	<b>Apr 19, 2011</b>
<b>Material Due</b>	<b>Dec 17, 2010</b>	<b>Feb 24, 2011</b>	<b>Apr 26, 2011</b>
<b>Newsstand Date</b>	<b>Feb 01, 2011</b>	<b>Apr 01, 2011</b>	<b>Jun 01, 2011</b>

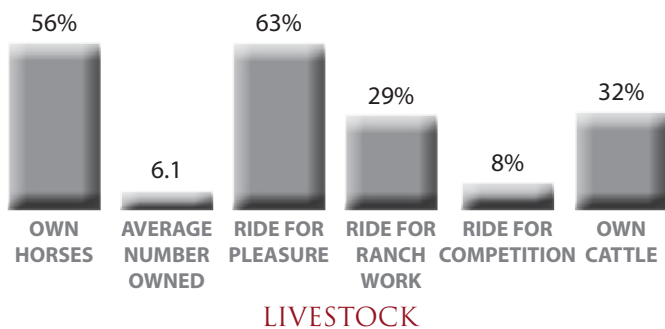
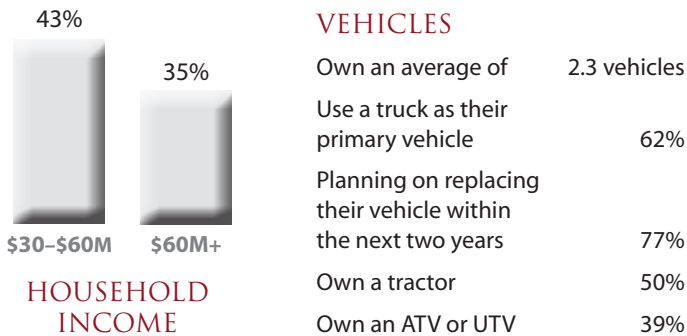
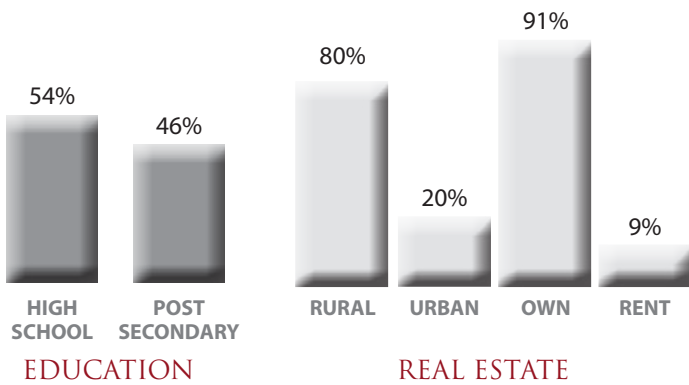
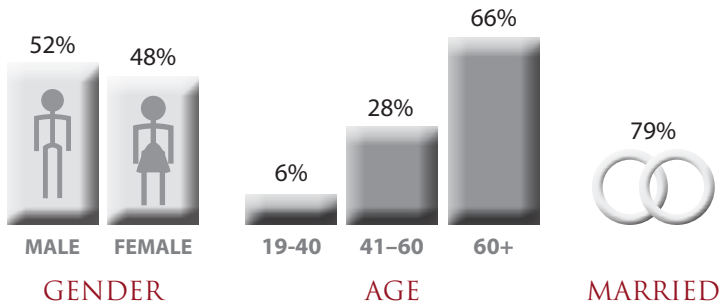
ISSUE	AUGUST / SEPTEMBER	OCTOBER / NOVEMBER	DECEMBER / JANUARY
<b>Guide</b>	<p><b>Annual Ranch Horse Sale Guide *</b></p> <ul style="list-style-type: none"> <li>• A resource on buying and selling horses, including breed and sport-specific tips. Descriptions of upcoming major production sales including full contact information.</li> </ul>	<p><b>Annual Christmas Gift Guide *</b></p> <ul style="list-style-type: none"> <li>• Advertorial and editorial showcase of gift ideas and suggestions for the Westerner. New in 2011; best internet sites for online gift shopping. Full contact information included.</li> </ul>	<p><b>Destination U.S.A. *</b></p> <ul style="list-style-type: none"> <li>• Popular U.S. winter destinations; featuring historic sites, cities and attractions. Best Bets: featuring good food and lodging. Full contact information included.</li> </ul>
<b>Feature</b>	<p><b>Horse Feed &amp; Care</b></p> <ul style="list-style-type: none"> <li>• Full-service nutritional guide for the horse; dietary needs according to workloads; latest in feed supplements. Full contact information included.</li> </ul>	<p><b>Destination Edmonton</b></p> <ul style="list-style-type: none"> <li>• Edmonton events and attractions during Farmfair International and Canadian Finals Rodeo; including dining guide, nightclubs, casinos and hotels. Full contact information.</li> </ul>	<p><b>Travelling with your Horse</b></p> <ul style="list-style-type: none"> <li>• Tips for long distance travel from the pros; new border crossing regulations. Listing of rest stops and bed and bale sites. Full contact information included.</li> </ul>
<b>Hot Brands</b>	<p><b>Trappings &amp; Gear</b></p> <ul style="list-style-type: none"> <li>• Pictorial spread featuring rawhide braiding, silversmithing, custom saddles and more. Includes description and price point.</li> </ul>	<p><b>Cowboy Boots</b></p> <ul style="list-style-type: none"> <li>• Pictorial spread featuring cowboy boots; some custom makers showcased. Includes description and price point.</li> </ul>	<p><b>Cowboy Hats</b></p> <ul style="list-style-type: none"> <li>• Pictorial spread featuring traditional and trendy styles; some custom hatters showcased. Includes description and price point.</li> </ul>
<b>Ad Close</b>	<b>Jun 17, 2011</b>	<b>Aug 19, 2011</b>	<b>Oct 19, 2011</b>
<b>Material Due</b>	<b>Jun 24, 2011</b>	<b>Aug 26, 2011</b>	<b>Oct 26, 2011</b>
<b>Newsstand Date</b>	<b>Aug 1, 2011</b>	<b>Oct 01, 2011</b>	<b>Dec 01, 2011</b>

\* Special Advertising Features. Call for Rate Card.

# OUR READERS

Every second year **Canadian Cowboy Country Magazine** surveys its subscriber base. The following survey results came from a mailed in survey from subscribers conducted October – November 2010.

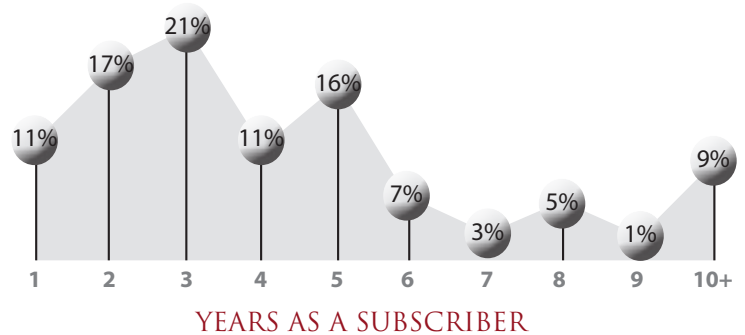
## READER PROFILE



## READER ACTIVITIES

<b>Regularly purchase</b>	Western Art	44%
	Western Home Decor	44%
	Western Styled Clothing	73%
<b>Regularly purchase from</b>	Catalogue / Mail Order	44%
	Toll Free	68%
	Trade Show	34%
<b>Travel habits</b>	Once per year	13%
	More than once per year	73%
	Average length of holiday	12.72 days

## HOW OUR READERS INTERACT WITH THE MAGAZINE



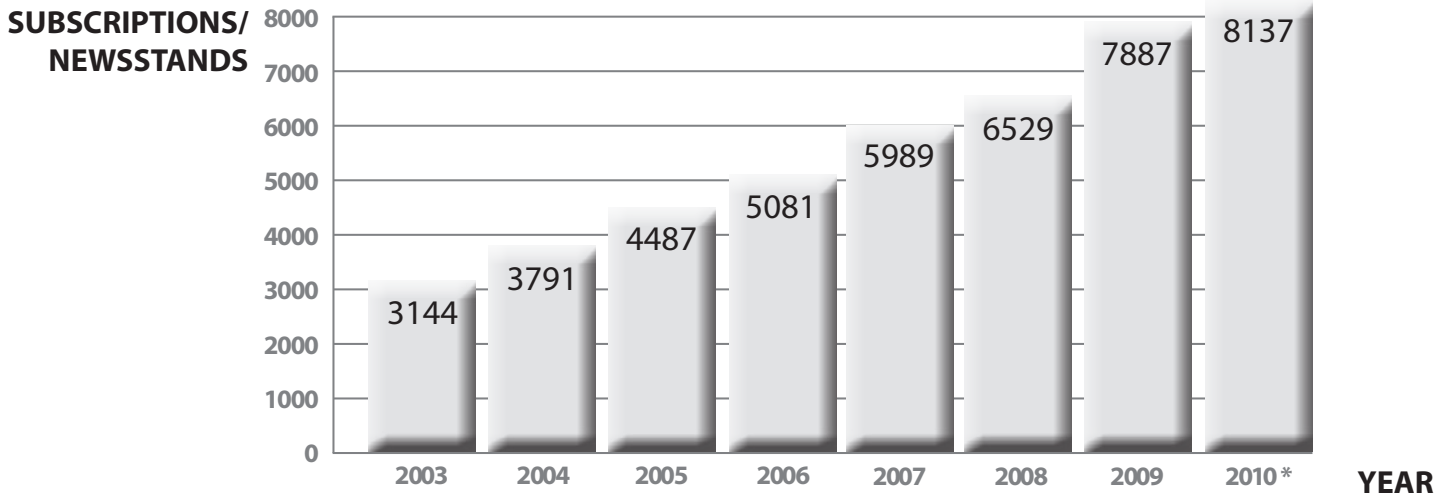
<b>Magazine</b>	Plan to renew	99%
	Read every issue	97%
	Refer to back issues	90%
	Read same day	85%
	Keep magazine	59%
	Pass it on	39%
<b>Ad influenced purchase</b>	Yes	60%
<b>Patronized advertiser</b>	Yes	70%

## READERS' TOP 10

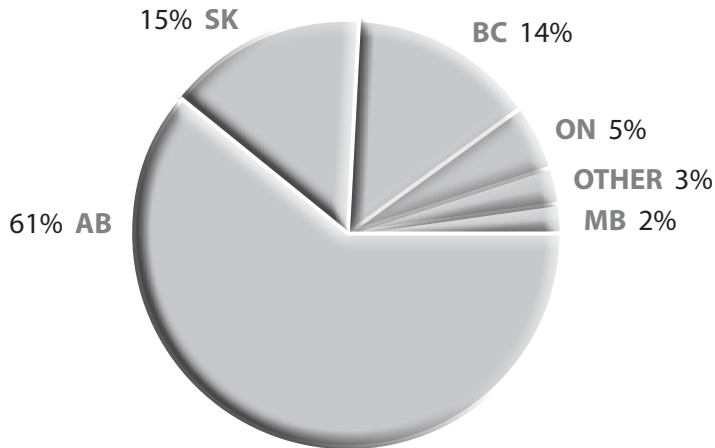
Regular Features	Essential Reading
1. Ranching in the West	89%
2. Living Legends	86%
3. Trail Blazers	83%
4. Over the Edge (Ben Crane)	80%
5. Cowboy Way	79%
6. Clownin' Around (CrAsh Cooper)	75%
7. Spirit of the West (Hugh McLennan)	75%
8. Reflections (Bryn Thiessen)	75%
9. Cowboy Poetry	75%
10. Wide Cut Country (Allison Brock)	68%

# CIRCULATION

## PAID CIRCULATION



We have enjoyed continued growth since 2003



### SUBSCRIPTION BY PROVINCE

#### READERSHIP 44,941 PER ISSUE

Paid Circulation	8,137*
Controlled Distribution	2,100*
Average Audience	44,941
Readers per copy	4.5
Single Copy Price	\$5.95
Subscription Price	\$24.00
Frequency	6 issues / year

\* Based on actual February/March 2010 issue

## 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.

# 2011 ADVERTISING RATES – PRINT

## RATES PER INSERTION

FOUR-COLOUR DISPLAY ADS & DIMENSIONS (WIDTH X DEPTH)

BEST POSITION	1X	3X	6X	DIMENSION
Full Page	\$2,400	\$2,150	\$1,800	8-1/8" x 10-3/4"*
Full Page Island	\$2,400	\$2,150	\$1,800	7-1/8" x 9-7/8"*
2/3 Page	\$2,000	\$1,750	\$1,400	4-5/8" x 9-7/8"
1/2 Page Island	\$1,750	\$1,575	\$1,200	4-5/8" x 7-3/8"
1/2 Page Horizontal	\$1,750	\$1,575	\$1,200	7-1/8" x 4-7/8"
1/3 Page Vertical	\$1,200	\$1,075	\$850	2-1/4" x 9-7/8"
1/3 Page Square	\$1,200	\$1,075	\$850	4-5/8" x 4-7/8"
1/4 Page	\$825	\$750	\$675	3-3/8" x 4-7/8"
1/6 Page Vertical	\$675	\$600	\$500	2-1/4" x 4-7/8"

SPECIAL POSITION	1X	3X	6X	DIMENSION
Back Cover	\$2,750	\$2,475	\$2,100	8-1/8" x 10-3/4"*
Inside Front Cover	\$2,600	\$2,340	\$1,950	8-1/8" x 10-3/4"*
Inside Back Cover	\$2,600	\$2,340	\$1,950	8-1/8" x 10-3/4"*
Inside Front Cover Spread	\$4,000	\$3,600	\$3,000	16-1/4" x 10-3/4"***
Double Page Spread	\$3,840	\$3,450	\$2,875	16-1/4" x 10-3/4"***

COWBOY MARKET	1X	3X	6X	DIMENSION
1/6 Page Vertical	\$400	\$360	\$300	2-1/4" x 40-7/8"
1/6 Page Horizontal	\$400	\$360	\$300	4-11/16" x 2-3/8"
1/12 Page	\$220	\$190	\$160	2-1/4" x 2-3/8"

TRIM SIZE IS 8-1/8" X 10-3/4"

\* BLEED SIZE IS 8-5/8" x 11-1/4" (includes 1/4" bleed and 1/2" live area)

\*\* BLEED SIZE IS 16-3/4" x 11-1/4"

(includes 1/4" bleed, 1/2" live area and 1" gutter)

## DATES TO NOTE

ISSUE	SALES DEADLINE M/D/Y	MATERIAL DEADLINE M/D/Y	STREET DATE WEEK OF
Feb/Mar 2011	12/10/10	12/17/10	12/01/11
Apr/May 2011	02/17/11	02/24/11	04/01/11
Jun/Jul 2011	04/19/11	04/26/11	06/01/11
Aug/Sep 2011	06/17/11	06/24/11	08/01/11
Oct/Nov 2011	08/19/11	08/26/11	10/01/11
Dec 11/Jan 12	10/19/11	10/26/11	12/01/11

## CONTACT INFO

**Canadian Cowboy Country magazine**

#1,9301 – 50 Street

Edmonton, AB T6B 2L5

T 780-628-5231 F 780-448-0424

W [www.cowboycountrymagazine.com](http://www.cowboycountrymagazine.com)

### Sales Representatives

Jenny Callan

T 780-682-2664 E [jenny@cowboycountrymagazine.com](mailto:jenny@cowboycountrymagazine.com)

Sherry Jones

T 780-628-5216 E [sherry@cowboycountrymagazine.com](mailto:sherry@cowboycountrymagazine.com)

Meghann Tanner

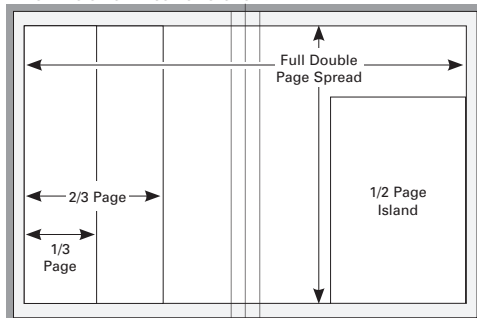
T 780-628-5215 E [meghann@cowboycountrymagazine.com](mailto:meghann@cowboycountrymagazine.com)

### Traffic Coordinator

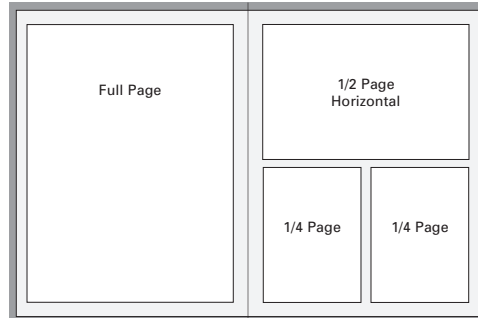
Cheryl Lindquist

T 780-628-5217 E [cheryl@cowboycountrymagazine.com](mailto:cheryl@cowboycountrymagazine.com)

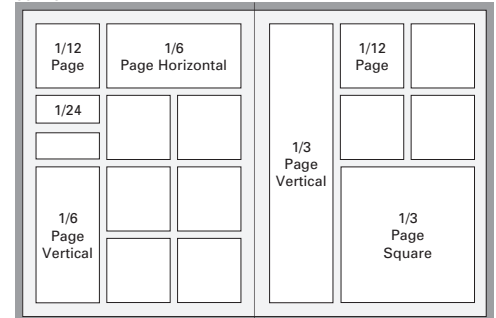
EDITORIAL & SPECIAL POSITION SECTION



EDITORIAL & SPECIAL POSITION SECTION



COWBOY MARKET



# MECHANICAL SPECIFICATIONS

Tanner Young Publishing Group will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.

## PRINT MATERIAL REQUIREMENTS

- Ads must be supplied as digital files
- Ads must be accompanied by a printed colour proof

### PRESS READY FILES

Acceptable formats include:

- PDF, all fonts embedded, images 300 dpi and placed at 100% size in the document
- EPS, type converted to outlines, images 300 dpi and placed at 100% size in the document
- TIFF, images 300 dpi and placed at 100% size in the document

Please ensure:

- All colours and images are CMYK (No RGB or PANTONE® Process)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All Images are 300 dpi and placed at 100% size in the document

### APPLICATION FILES

Acceptable formats include:

- InDesign CS4 and earlier
- Illustrator CS4 and earlier
- PhotoShop CS4 and earlier

Please ensure:

- All colours and images are CMYK (no RGB or PANTONE® Process)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All images are 300 dpi and placed at 100% size in the document
- All supporting files (images and fonts) are supplied with the application file

### MATERIAL FOR PRINT ADS BUILT BY TANNER YOUNG PUBLISHING

- Image size minimum 4"x6" at 300 dpi for up to 1/4 page ads
- Image size minimum 8"x10" at 300 dpi for half-page and full-page ads
- Text in digital format

### PROOFING REQUIREMENTS

- Digital proofs only, such as Iris or Fuji Pictro, are required by Tanner Young Publishing Group as a guide to colour reproduction
- All digital proofs must be generated from final file format supplied to Tanner Young Publishing Group for reproduction
- Colour lasers, tear sheets and black/white lasers will not be accepted for reference
- Tanner Young Publishing Group will not be held responsible for poor colour reproduction when a proper colour proof is not supplied

## WEBSITE MATERIAL REQUIREMENTS

### WEBSITE READY FILES

- Web optimized files: JPG or GIF
- Web Not-optimized files: TIF, EPS, PDF

### APPLICATION FILES

Acceptable formats include:

- InDesign CS4 and earlier
- Illustrator CS4 and earlier
- PhotoShop CS4 and earlier

Please ensure:

- All colours and images are RGB
- All supporting files (images and fonts) are supplied with the application file

### MATERIAL FOR WEB ADS BUILT BY TANNER YOUNG PUBLISHING

- Image size minimum 4"x6" at 72 dpi, RGB
- Text in digital format (TXT, RTF, DOC)

## DELIVERY INFORMATION

Please supply all material for the publication and website together.

### EMAIL

- Please ensure that digital files sent via email are no larger than 10 MB in size. If larger, please post to FTP site (see below)
- Please use compression software to avoid file corruption

### YOUSENDIT

URL: [dropbox.yousendit.com/Tanner-Young-Publishing-Group](https://dropbox.yousendit.com/Tanner-Young-Publishing-Group)

- Drag and drop files (up to 2GB each) into You Send It folder

### FTP

Host: [ftp.worldweb.com](ftp://ftp.worldweb.com)

User ID: wedmftp

Password: 6ucxw55

- If uploading anything over 50 MB to the FTP site, please inform us before starting the upload; maximum file size is 100 MB
- Uploaded files have to be placed in a folder with the client's name, publication name and issue (ie. Client\_CCCM\_OctNov2011)
- When the file is posted please email confirmation and file name to Traffic Coordinator

### COURIER

Deliver material to the address below.

## CONTACT INFORMATION

### TRAFFIC COORDINATOR

Cheryl Lindquist

**P** 780-628-5217 **E** [cheryl@cowboycountrymagazine.com](mailto:cheryl@cowboycountrymagazine.com)

### CANADIAN COWBOY COUNTRY MAGAZINE

#1, 9301 – 50 Street, Edmonton, AB T6B 2L5

**P** 780-628-5231 **F** 780-448-0424

# THE COWBOY BRAND



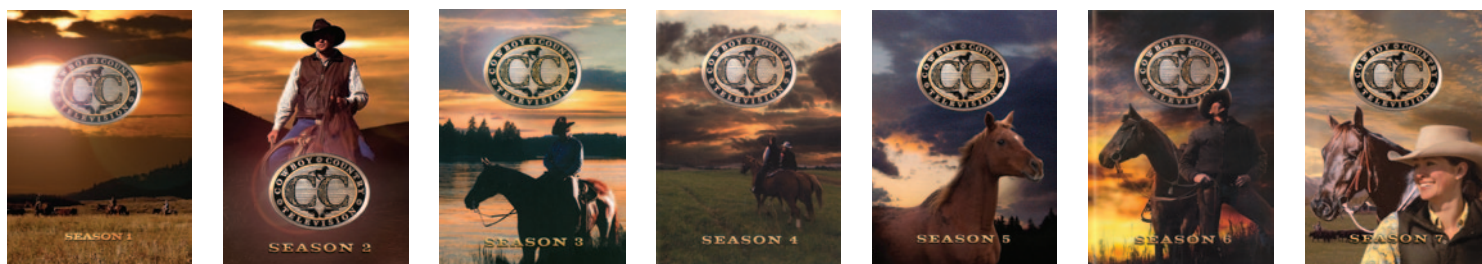
Canadian Cowboy Country Magazine • [www.cowboycountrymagazine.com](http://www.cowboycountrymagazine.com)

**Canadian Cowboy Country Magazine** was launched in 1997. Published 6 times per year, this bimonthly magazine has seen a steady increase in subscribers and is the #1 selling magazine in its newsstand category.

We are proud of our role in celebrating Canada's unique cowboy culture and our support of events that further celebrate this lifestyle.

We are currently proud sponsors of:

- Kamloops Cowboy Festival
- Buckle Sponsors of Western Artist Studios at the Calgary Stampede
- Trainers Challenge – Mane Event, Red Deer and Chilliwack
- Founding partner of the Cowboy Heritage Tourism Innovation Partners
- Canadian Ranch Roping Association



Cowboy Country Television • [www.cowboycountrytv.com](http://www.cowboycountrytv.com)

**Cowboy Country Television** was first aired in 2006. Taken from the pages of **Canadian Cowboy Country Magazine** this award-winning television series ran for an incredible 91 episodes. Showcasing the western lifestyle this series was broadcast across Canada and sold internationally.

Honoured by our peers at the annual Alberta Motion Picture Industry Association (AMPA) Rosie Awards with 24 nominations and winners in

2007: Best Cinematography

2007: Best Original Music Score

2007: Best Host

2009: Best Lifestyle Series Half Hour