



2021 RATES & DATA  
print & online

Canadian  
**Cowboy**  
Country



“We always really look forward to reading Canadian Cowboy magazine. It keeps us up to date on what’s happening and entertains us with great articles and stories. Best of all as a western event producer it has allowed us to reach a wide audience! We are so fortunate to have such an awesome publication available to us!”

— The Flundra Family



Photo by Sinclair Imagery

Since 1997 our vision has remained steadfast—to be Canada’s most respected and sought-after “Western Heritage Magazine”. By combining a deep respect for our shared history with current horsemanship and ranching insights we have gained the respect and loyalty of this engaged community.

*By integrating the brand and earned trust of Canadian Cowboy Country magazine, with the flexibility and engagement our digital properties provide, we have extended our reach into this targeted and lucrative market. Our readers are loyal, engaged and driven to further explore what they have seen and read through our suite of online and print properties.*

*With digital and screen fatigue that we are currently experiencing, magazines are back on the rise. If you would like to learn more about how we can help extend awareness of your brand through our digital and print offerings call our sales team today!*



## Core Values

### Respect

our Heritage & Traditions

### Celebrate

our Lifestyle & Livelihoods

### Embrace

our Western Arts & Culture scene

### Value

our Multigenerational Families



## Value • Integrity • Reputation

**When you partner with Canadian Cowboy Country you are connecting with readers who live, work and play in Canada's 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 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.

## EXTENDING OUR REACH



Screenshot of Issuu's online reader format designed to feel just like real magazine but with the perks of digital: All ads are clickable and redirect to either a website or email client

- ➔ Magazine readers bring the conversation online
- ➔ Magazines drive website sales
- ➔ Magazine content is trusted and by extension so are the associated digital properties



## WHAT WORKS FOR US



## THE WESTERNERS



# Editorial Features

**Ranching in the West** Stories of the families & ranches who have made significant contributions to the evolution of ranching over the past century to modern day.

**What Works for Us** From tricks of the trade to the tried and true — today's ranching families share "what works for us."

**Trailblazers** We recognize the people, and in some cases, livestock, whose lives have brought honour and respect to the Canadian West.

**Cowboy Way** Training methods and advice from some of the top horse trainers on both sides of the border.

**The Westerners** From youngsters to the experienced, this series is all about those who are already leaving their mark on the West.

**Arts & Culture** A wealth of the latest fashion finds, horse gear, jewelry, gifts and ranch accessories.

# ACCESSIBLE ANYWHERE

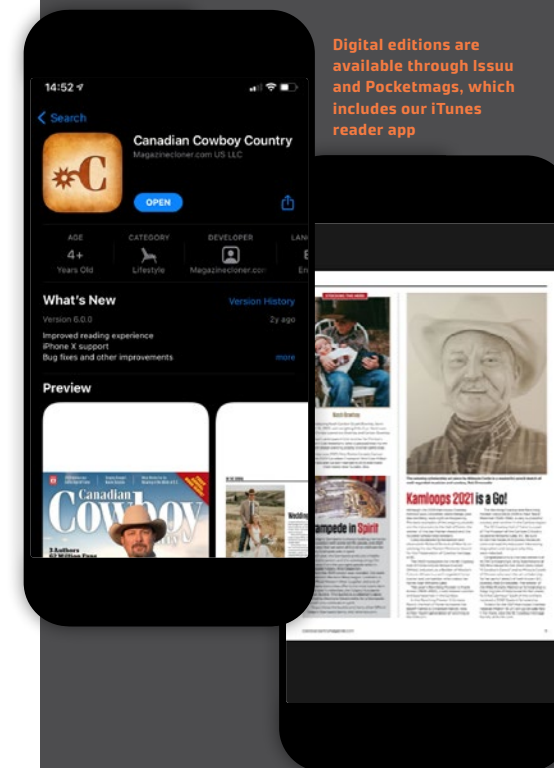
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Discover Read Enjoy

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In addition to newstand sales and print subscriptions, our magazines can be accessed digitally from phone, tablet, or desktop through our magazine reader services.

Digital editions are available through Issuu and Pocketmags, which includes our iTunes reader app



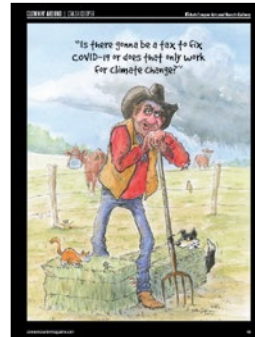
# Regular Columnists



## Road to the CFR

by Tim Ellis

Exploring the lives and lessons learned by the high riders on the rodeo trail.



## Clownin' Around

by CrAsh Cooper

Multi award-winning rodeo entertainer, rancher and Leanin' Tree cartoonist CrAsh Cooper brings us his unique sense of humour!



## Reflections

by Bryn Thiessen

Features the spiritual cowboy's perspective in lingo and stories.



## Spirit of the West

by Hugh McLennan

Entertaining stories of ranchers, horse trainers, musicians and all-around characters.



## Wheel to Wheel

by Billy Melville

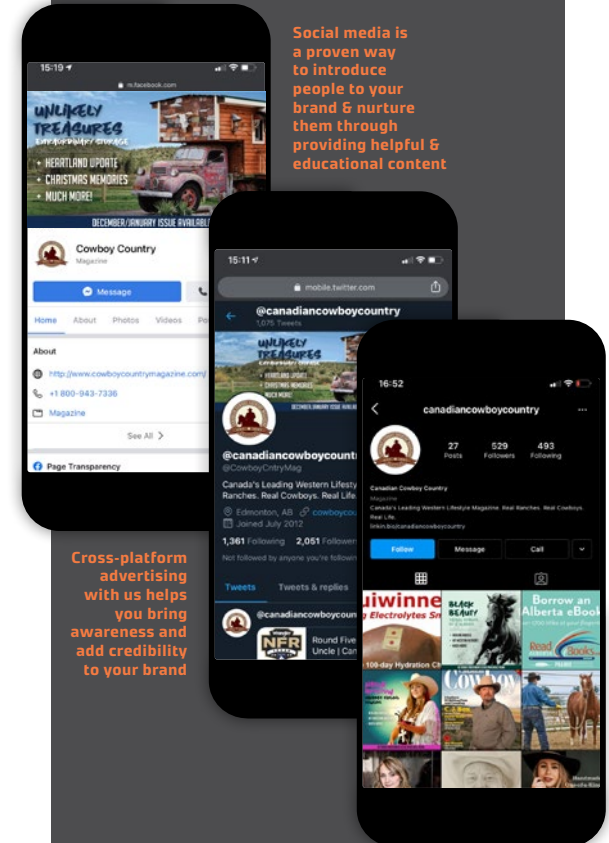
Chuckwagon commentator and writer Billy Melville takes us into the barns and lives of the racing families.

# SOCIAL MEDIA ADDS VALUE



Magazine readers bring the conversation online. Our fans are increasingly engaging with us on social media where they can find articles, learn about new products, discover exciting events, and get involved with our growing digital community.

Social media is a proven way to introduce people to your brand & nurture them through providing helpful & educational content



Cross-platform advertising with us helps you bring awareness and add credibility to your brand



# 2021 at a Glance

## CONSERVATION ISSUE



**February/March** — How the ranching and land stewards are saving the West's precious native grass and clean water.

**Advertising Deadline:** January 8, 2021  
**Street Date:** February 1, 2021

## WESTERN GETAWAYS



**April/May** — Discovering and celebrating the best of our own vacation "stay-cation" destinations!

**Advertising Deadline:** February 15, 2021  
**Street Date:** April 1, 2021

## RANCH HORSE ISSUE



**June/July** — From breeds to brawn, the best that the ranch and rodeo horse world has to offer.

**Advertising Deadline:** April 15, 2021  
**Street Date:** June 1, 2021

## VENDORS & TRADE SHOWS



**August/September** — The circle of Western commerce continues to roll, thanks to unique marketing opportunities.

**Advertising Deadline:** June 15, 2021  
**Street Date:** August 1, 2021

## CHAMPIONS ISSUE



**October/November** — Celebrating the Canadian competitors who have emerged as the Champions.

**Advertising Deadline:** August 15, 2021  
**Street Date:** October 1, 2021

## COUNTRY CHRISTMAS



**December/January** — Cowboy Christmas and commerce meet under the mistletoe. Find the best for the ones you love!

**Advertising Deadline:** October 15, 2021  
**Street Date:** December 1, 2021



“I’m glad we have a publication out there in our ever-changing modern world that celebrates our western culture and traditions up here in the North. This magazine does just that. Long live cowboys!”  
— Corb Lund

## Our Readers in Print

### DEMOGRAPHICS

57% Male

43% Female

70% Married

90% 41+

### AVERAGE ANNUAL INCOME

**\$71,000** Approximate Annual Income

49% \$100,000+ Annual Income

### EDUCATION

53% College or University

### RESIDENCE

67%	37%	23%	8%
Small acreage	<1,000 ac.	1,000 – 5,000 ac.	5,000 – 10,000 ac.

### READER ACTIVITIES

#### TRAVEL

90% Attend rodeos

70% Attend events

71% Travel more than once per year

#### PLAN TO PURCHASE

70% Western fashion

28% Decor & Furniture

89% Equine Health, Feed & Veterinary Services

#### OWN

59% Own horses

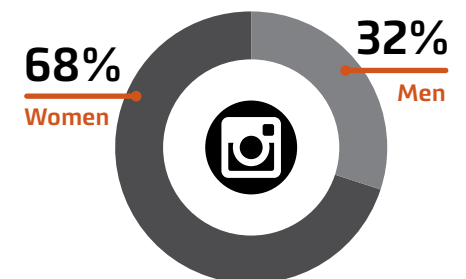
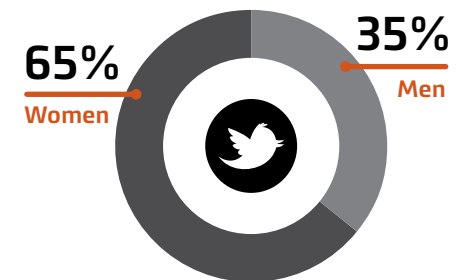
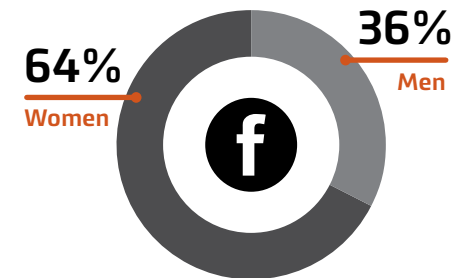
58% Own stock dogs

48% Own cattle

64% Own stock trailer

73% Own ATV/UTV

## Our Readers Online



**issuu**  
(MAGAZINE READER)

**33,978** Impressions in the last 12 mo.

**3,494** Reads in the last 12 mo.



## Print Rates (Rates are per issue unless stated otherwise)

BEST POSITION	1X BUY	3X BUY	6X BUY +
Full page	For rates, please call <b>780-465-3362</b> or email <b>sales@tanneryoung.com</b>		
2/3 Vertical			
1/2 Horizontal			
1/3 Square/Vertical			
SPECIAL POSITION	1X BUY	3X BUY	6X BUY +
Outer Back Cover	For rates, please call <b>780-465-3362</b> or email <b>sales@tanneryoung.com</b>		
Inner Front Cover			
Inner Back Cover			
Double-Page Spread			
BUYER'S GUIDE	1X BUY	3X BUY	6X BUY +
1/3 Horizontal	For rates, please call <b>780-465-3362</b> or email <b>sales@tanneryoung.com</b>		
1/6 Square			
1/12 Horizontal			
Listing			

## Print Deadlines

ISSUE	SPACE	MATERIAL	ON SALE
Feb/Mar 2021	Jan 8, 2021	Jan 15, 2021	Feb 1, 2021
Apr/May 2021	Feb 15, 2021	Mar 1, 2021	Apr 1, 2021
Jun/Jul 2021	Apr 15, 2021	Apr 30, 2021	Jun 1, 2021
Aug/Sep 2021	Jun 15, 2021	Jun 28, 2021	Aug 1, 2021
Oct/Nov 2021	Aug 15, 2021	Aug 30, 2021	Oct 1, 2021
Dec 2021/Jan 2022	Oct 15, 2021	Nov 1, 2021	Dec 1, 2021

## Contacts

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**Editor** Terri Mason, terri@cowboycountrymagazine.com

**Customer Relations** Marie Tanner, marie@cowboycountrymagazine.com

**Canadian Cowboy Country Magazine**

1-800-943-7336 | cowboycountrymagazine.com



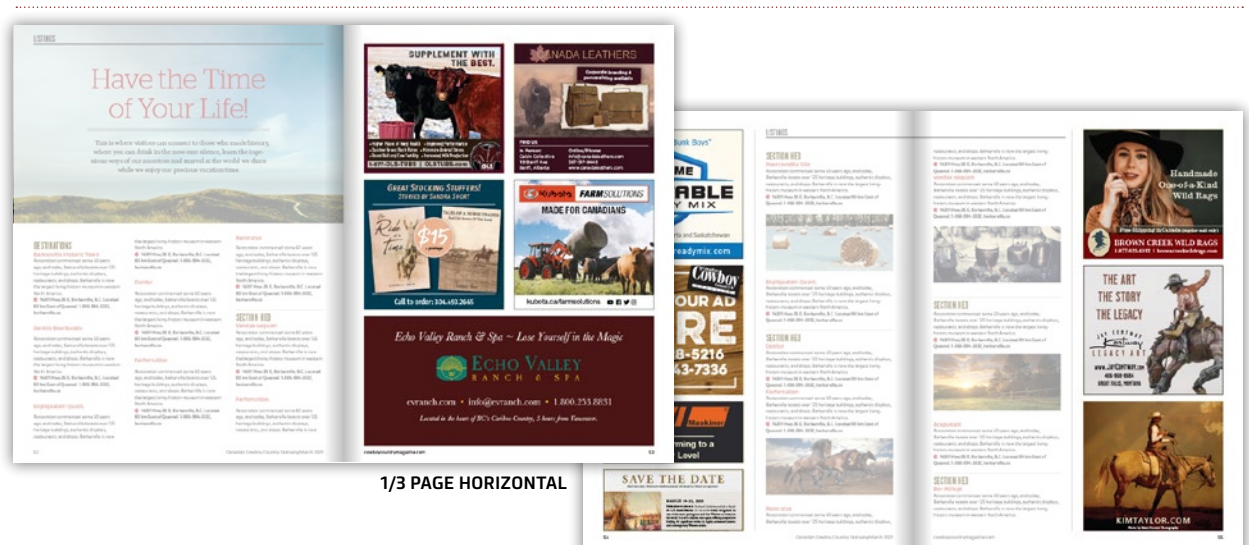
FULL PAGE

1/3 PAGE SQUARE

2/3 PAGE VERTICAL

1/2 PAGE HORIZONTAL

## BUYER'S GUIDE



1/3 PAGE HORIZONTAL

1/12 PAGE HORIZONTAL

1/6 PAGE SQUARE



1

Canadian Cowboy Country

TRADE SHOW MARKETPLACE

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Stories, memories & recipes

RODEO TREASURES

Trophy rooms of Canada's rodeo greats

WHAT WORKS FOR US

Winter Feeding

THE RUSSELL

2020 Event Results

Full Table of Contents

Canadian Cowboy Country

TRADE SHOW MARKETPLACE

SHOP ONLINE TODAY!

THE FINAL RESULTS & MY TYPING FINGER IS SORE – WITH TOM REARDON

Dec 13, 2020 - Maple Creek, SK We're going in the right direction. It's not long ago I had to drive to a neighbour's to watch the NFR. They had an American dish (illegal), and ESPN broadcast the NFR. It was scheduled to start at 10 pm, but when a...

Read More...

Wrangler NFR TEXAS 2020

ROUND 10

ROUND 10 DRAW & HAS THE INQUIRY STARTED? – WITH TOM REARDON

Dec 12, 2020 - Maple Creek, SK Hold my popcorn while I watch this. If you have been watching the whole shebang, you'll remember the lid-lifter — the very first bareback horse out of the chutes. It bucked, and it bucked extremely well, it was ridden and ridden extremely well. The...

Read More...

Wrangler NFR TEXAS 2020

ROUND 9

ROUND 9 RESULTS & THANK YOU – WITH TOM REARDON

Dec 12, 2020 - Maple Creek, SK Nevada Said "No Dice" When the whole world stopped spinning around about the end of March, rodeo too was frozen in time. But rodeo people are used to dealing with adversity. The PRCA, determined to rescue the season came up with a COVID protocol...

Read More...

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# Online Rates

## WEBSITE

ONLINE ADS	1 Month	3 Months	6 Months	12 Months
1 Leaderboard	\$400	\$1,050	\$1,800	\$3,000
2 Big Box	\$175	\$750	\$1,200	\$1,800
3 Half Box	\$125	\$325	\$600	\$900

Advertising rates are NET (non-commissionable). GST not included.

## SOCIAL MEDIA

PLATFORM ADS	Per Post	Geo-Targeted - Boosted Post
4 Facebook Post	\$250+	
5 Issuu Article	\$250+	
6 Instagram Post	\$250+	

Advertising rates are NET (non-commissionable). GST not included.

4

5

6

2021 Rates & Data | Print & Online

Canadian Cowboy Country Magazine



# Buyer's Guide

From tried and true to brand new we invite you to visit the businesses, services and events showcased in the pages of *Canadian Cowboy Country*!

This is where visitors can connect to those who made history, where you can drink in the now rare silence, learn the ingenious ways of our ancestors and marvel at the world we share while we enjoy our precious vacation time.

### DESTINATIONS

**Barkerville Historic Town**  
Restoration commenced some 60 years ago, and today, Barkerville boasts over 125 heritage buildings, authentic displays, restaurants, and shops. Barkerville is now the largest living-history museum in western North America.  
14301 Hwy 26 E, Barkerville, B.C. Located 80 km East of Quesnel. 1-888-994-3332, barkerville.ca

**Section Red**  
Restoration commenced some 60 years ago, and today, Barkerville boasts over 125 heritage buildings, authentic displays, restaurants, and shops. Barkerville is now the largest living-history museum in western North America.  
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**Fortification**  
Restoration commenced some 60 years ago, and today, Barkerville boasts over 125 heritage buildings, authentic displays, restaurants, and shops. Barkerville is now the largest living-history museum in western North America.  
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**Expatriation Quord**  
Restoration commenced some 60 years ago, and today, Barkerville boasts over 125 heritage buildings, authentic displays, restaurants, and shops. Barkerville is now the largest living-history museum in western North America.  
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## DESTINATIONS

### Barkerville Historic Town

Restoration commenced some 60 years ago, and today, Barkerville boasts over 125 heritage buildings, authentic displays, restaurants, and shops. Barkerville is now the largest living-history museum in western North America.

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"The Feed Bunk Boys"

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Barkerville Historic Town

### SECTION RED

**Restoration**  
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Kim Taylor, Artist

AD OPTIONS	1X	3X	6X
1/3 Horizontal	\$750	\$675	\$565
1/6 Square	\$400	\$350	\$300
1/12 Horizontal	\$225	\$200	\$175
Listing - Print	\$90	\$60	\$45
		<b>6 MONTHS</b>	<b>12 MONTHS</b>
Listing - Online	—	\$60	\$90

Advertising rates are NET (non-commissionable). GST not included.



## BUILD WITH UFA.

### 40'x39'x12' Custom Horse Barn

- Belkin horse stall fronts
- 10' x 20' open lean-to's
- Enduro lock room
- Wash bay
- Steel clad interior with 8' kick planking
- Full colour exterior
- Colour match cupolas



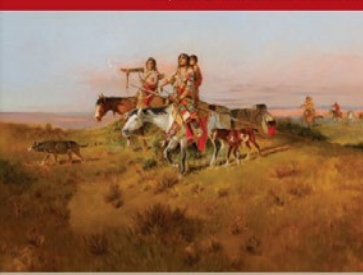
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40'x39'x12' Horse Barn in Canadian Cowboy Country December 2020/January 2021

## IN THE CORRAL

NEWS, VIEWS & HAPPENINGS FROM ACROSS THE CANADIAN WEST



### The Russell 2020 Results Announced

C.H. Russell Museum held the annual Russell 2020 Results ceremony on Sunday, May 16, 2021. The event was held at the C.H. Russell Museum in Russell, Ontario. The ceremony was attended by a large number of guests, including family members of the deceased, friends, and community members. The ceremony was a touching and memorable event.



100' Following the Russell 2020 Results ceremony, the C.H. Russell Museum held a reception for the guests. The reception was held in the museum's main hall and was a great opportunity for guests to socialize and enjoy the museum's collection.

IN THE CORRAL



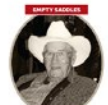
### Cowgirl Up!

Like everything else, this and every other year, the world was turned on its head in the time of the Covid-19 pandemic. In the time of the pandemic, the world was turned on its head in the time of the Covid-19 pandemic. In the time of the pandemic, the world was turned on its head in the time of the Covid-19 pandemic.



### —EJ— When 'til' Marriage

A lifelong partner along the banks of Battle Creek, EJ was a true cowboy. He was a true cowboy who lived a life of adventure and hard work. He was a true cowboy who lived a life of adventure and hard work.



### Victor Albert 'Vic' Dinkler 1928-2020

Mr. Dinkler, 92, of Canby, Idaho, died on Sunday, May 16, 2021. He was a true cowboy who lived a life of adventure and hard work. He was a true cowboy who lived a life of adventure and hard work.



### Cowboy Wedding

Congratulations to Candi Barman and Canada Buchanan on their wedding. The wedding was held at the C.H. Russell Museum in Russell, Ontario. The ceremony was a touching and memorable event.



### Mel Hyland

Back in October, we met Mel Hyland, a true cowboy who lived a life of adventure and hard work. He was a true cowboy who lived a life of adventure and hard work.

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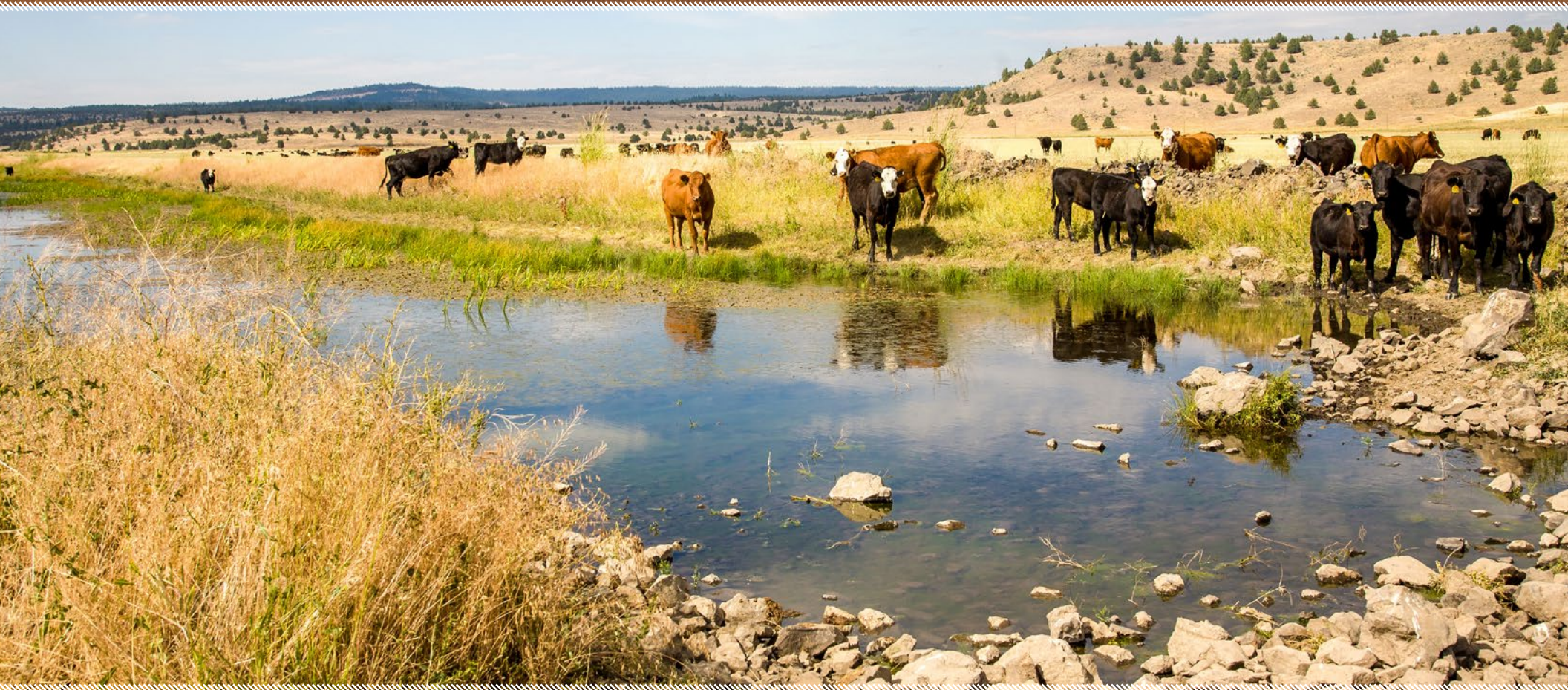
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→ published on digital publication platform: ISSUU



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\*Display ads are samples only





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