



# COWGIRL LIVING

*Lifestyle Magazine for The Western Woman*

## MEDIA INFORMATION

**Cowgirl Living Magazine** is a new bi-monthly, gloss publication for women who choose a Western way of life. CLM is the first magazine designed specifically for horsewomen. It focuses on the unique day-to-day challenges associated with juggling family, career and horse activities. The purpose of the magazine is to provide horsewomen with informative and entertaining articles that help better their lives outside the arena. Feature articles on Western fashion, cowgirl celebrities and helpful tips for barn and home make Cowgirl Living a new kind of women's magazine for today's Western woman.

| Issue                                    | Editorial Focus                     |         |         | Materials Deadline   |       |       |       |
|--|-------------------------------------|---------|---------|--|-------|-------|-------|
| March/April                              | Premiere Issue/Spring Style Special |         |         | January 21, 2008   |       |       |       |
| May/June                                 | Western Wedding Edition             |         |         | March 24, 2008   |       |       |       |
| July/August                              | Summer Travel Guide                 |         |         | May 26, 2008   |       |       |       |
| September/October                        | Fall Fashion Outlook                |         |         | July 21, 2008  |       |       |       |
| November/December                        | Holiday Gift Guide                  |         |         | September 22, 2008   |       |       |       |
| Color Rates                              | 1X                                  | 3X      | 6X      | Black & White  | 1X    | 3X    | 6X    |
| <b>Inside Front Cover*</b>               | \$1,065                             | \$1,010 | \$960   | <b>Full Page*</b> 7.25" x 10.13"   | \$650 | \$620 | \$585 |
| <b>Inside Back Cover*</b>                | \$1,000                             | \$950   | \$900   | <b>2/3 Page</b> Horizontal 7.25" x 6.69"   |       |       |       |
| <b>Back Cover*</b>                       | \$1,150                             | \$1,095 | \$1,035 | Vertical 4.78" x 10.13"  | \$560 | \$530 | \$500 |
| <b>Center Spread*</b>                    | \$1,955                             | \$1,860 | \$1,760 | <b>1/2 Page</b> Horizontal 7.25" x 4.97"   |       |       |       |
| <b>Full Page*</b> 7.25" x 10.13"         | \$850                               | \$810   | \$765   | Vertical 3.55" x 10.13"  | \$475 | \$450 | \$425 |
| <b>2/3 Page</b> Horizontal 7.25" x 6.69" |                                     |         |         | <b>1/3 Page</b> Horizontal 7.25" x 3.25"   |       |       |       |
| Vertical 4.78" x 10.13"                  | \$750                               | \$710   | \$675   | Vertical 2.31" x 10.13"  |       |       |       |
| <b>1/2 Page</b> Horizontal 7.25" x 4.97" |                                     |         |         | Square 4.78" x 4.97"   | \$340 | \$325 | \$305 |
| Vertical 3.55" x 10.13"                  | \$625                               | \$595   | \$560   | <b>1/4 Page</b> 3.55" x 4.97"  | \$280 | \$265 | \$250 |
| <b>1/3 Page</b> Horizontal 7.25" x 3.25" |                                     |         |         | <b>1/6 Page</b> 2.31" x 4.97"  | \$200 | \$190 | \$180 |
| Vertical 2.31" x 10.13"                  |                                     |         |         | <b>Shopping Mall</b> (1/9) 2.31" x 3.1"  | \$75  | \$70  | \$65  |
| Square 4.78" x 4.97"                     | \$450                               | \$425   | \$405   | <div style="border: 1px solid red; padding: 5px;"> <p><b>*Full Bleed</b> available on ad sizes indicated. To prevent unwanted clipping, please keep critical elements of ad inside live area of 7.25" x 10.13". Finished page size is 8.00" x 10.875". Please allow an extra .375" of bleed on each side beyond finished page size.</p> </div> |       |       |       |
| <b>1/4 Page</b> 3.55" x 4.97"            | \$375                               | \$350   | \$335   |  |       |       |       |
| <b>1/6 Page</b> 2.31" x 4.97"            | \$275                               | \$260   | \$250   |  |       |       |       |
| <b>Shopping Mall</b> (1/9) 2.31" x 3.1"  | \$100                               | \$95    | \$90    |  |       |       |       |

### Advertise Online at [www.cowgirl-living.com](http://www.cowgirl-living.com)

**Column Ad** (Column ads run on the right hand side of each page in rotation) \$100/month

**Banner Ad** (Banner ads run on the bottom of each page in rotation) \$150/month

**Preferred Placement** - Advertisers may request special placement within the magazine. A fee of 15% the regular ad rate will be assessed for all preferred placement requests.

**Classified Advertising** - Classified ads are available for 50 cents per word, with a minimum charge of \$15. Classifieds must be paid for prior to print.

**Spot Color** - One color may be added to a black and white ad by adding 15% of the regular ad rate to the cost of the ad.

### Digital Specifications

When sending electronic files to us, please refer to the information below for compatible, error-free exchange of digital files. File formats: Adobe InDesign CS1-CS3, Photoshop CS1-CS3, Illustrator CS1-CS3 (We prefer press quality .PDFs).

Image formats: .TIF, .EPS, .JPG (maximum quality), .PDF (high res.)

Recommended Resolutions of Original Scans: Color Pictures: CMYK, 300 dpi, B/W Line Art: 1000 dpi, Grayscale: 300 dpi

Note: if submitting InDesign, Photoshop or Illustrator files; please include all linked files and fonts (Mac True Type1 or Open Type).

If you have any questions regarding the specifications; please contact your advertising representative.

For Advertising Information:

**Sarah Honkala • 360-600-5928 • [sarah@rocknrodeogirl.com](mailto:sarah@rocknrodeogirl.com)**

(Covering: AK, AZ, CA, CO, HI, ID, KS, MT, NE, NV, NM, ND, OK, OR, SD, UT, WA, WY)

**Lisa Adams • 515-981-9120 • [adamslisa01@hotmail.com](mailto:adamslisa01@hotmail.com)**

(Covering: AL, AR, CT, DE, FL, GA, IL, IN, IA, KY, LA, ME, MD, MA, MI, MN, MS, MO, NH, NJ, NY, NC, OH, PA, RI, SC, TN, TX, VT, VA, WV, WI and Canada)

**COWGIRL LIVING MAGAZINE**

P.O. Box 296, Lohrville, IA 51453, 866-894-1108, Fax: 712-465-5091, [www.cowgirl-living.com](http://www.cowgirl-living.com)