

CANADIAN
COWBOY
COUNTRY
M A G A Z I N E

2026 BRAND MEDIA KIT

Effective September 1, 2025



PHOTO BY HOLLY NICOLL

CANADIAN
COWBOY
COUNTRY
MAGAZINE



— REAL RANCHES • REAL COWBOYS • REAL LIFE —

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 10 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 multi-platform 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 29 years of earned trust as the voice of the Canadian West to grow your brand.

— MULTI-PLATFORM —



Our readers are as varied as our platforms. Some prefer picking up a print magazine, others prefer a digital version, some want a navigable website, and many use social media as an information source. Regardless of your customer's preference, we are there.

2026 AT A GLANCE

EDITORIAL DIRECTION

Since 1997, multi-award-winning *Canadian Cowboy Country Magazine* has served our loyal readership with our signature content.

With the upsurge and renewed fascination in all things Western, 2026 promises to be our best year yet, with articles covering:

* **What Works For Us:** top livestock producers sharing their ranching tips and insights

* **Ranching in the West:** profiling family ranches who are making a difference

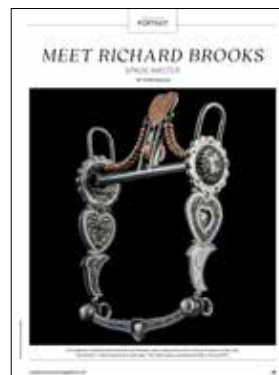
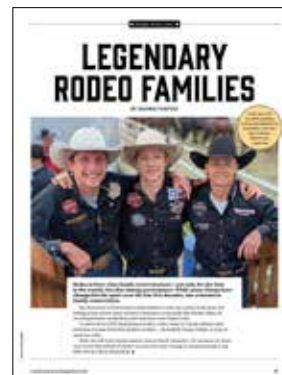
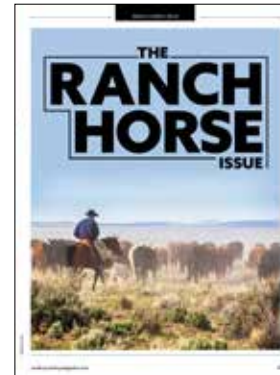
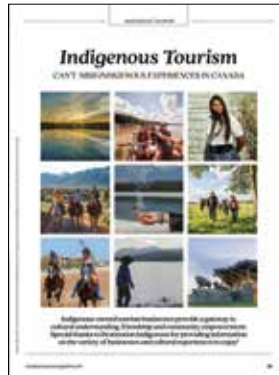
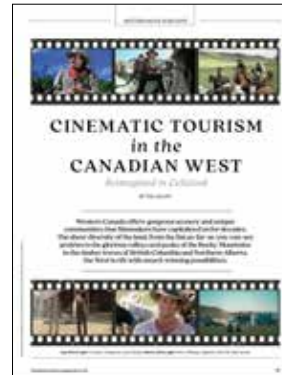
* **The Westerners, Trailblazers and Living Legends** series highlights Western Canadians and their amazing, inspirational and often jaw-dropping accomplishments

* **Fashion:** each issue features the latest in Western fashion

Our columnists are each recognized experts in their fields, ranging from rodeo to chuckwagon racing to ranch life, and enjoy sharing their gifts and hard-earned experience with our readers.

Our popular **Western Events** section highlights events of interest to our readership across the Canadian West.

Place your business advertisement adjacent to any of our columnist's, regular features, or our cover story.



SPECIAL FEATURES

FEBRUARY / MARCH
HERD HEALTH

APRIL / MAY
AUCTION SERVICES

JUNE / JULY
EVERYTHING EQUINE

AUGUST / SEPTEMBER
TRADITIONAL ARTS & AUCTIONS

OCTOBER / NOVEMBER
TRAVEL PLANNING

DECEMBER / JANUARY
CONSERVATION, WHY IS LAND STEWARDSHIP IMPORTANT



TESTIMONIALS



The 2nd edition of the Caroline Cowboy Music and Poetry Gathering is now in the records books as an unqualified success. Attendance was near capacity from beginning to end for the two and a half day show.

The organizing committee was anxious to get attendee feedback and promoted use of a suggestion/comment box which saw a lot of action. One of the main categories had to do with promotion, "how did you learn of the Gathering?" and *Canadian Cowboy Country* magazine was identified most prominent in this regard. In addition, your generous donation of the April/May edition were on display and distributed throughout the course of the show. I expect, from comments I heard, that many new subscriptions will result in weeks and months to come.

A tribute to the late Bryn Thiessen began the Saturday program which filled the hall and produced rave reviews. Knowing the close association your magazine has had with Bryn, you will be pleased to know that *Canadian Cowboy Country* was frequently referenced during this tribute.

The organizing committee are already busy with plans for next year. We very much wish to continue the excellent relationship we have enjoyed in the past and look forward to bigger and better Gatherings to come with your help.

Thank you so very much for your fine publication and the aid you have provided.

— Bj Smith



Canadian Cowboy Country magazine is like an old friend you can call up anytime to catch up with! Flip through any magazine and you're sure to learn something interesting about our western culture.

Canadian Cowboy fills a niche in keeping Canadians in touch with their rural roots and gives us a valuable sense of pride and place. We are proud to be advertising partners with such a vibrant and passionate group of storytellers, and showcase it on every coffee table at our guest ranch! They tell our story.

— Historic Reesor Ranch



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



I am very pleased with the response I have received from advertising in *Canadian Cowboy* for the sale of my book Jay Contway, The Artist, The Cowboy, His Legacy at The Calgary Stampede. Customers have called from across the prairies, and they have also made purchases of bronze.

I thank you as well for the wonderful article in the Aug/Sept issue. I sent copies to some of Jay's family in Montana and they were so proud to know that Jay is still in the hearts and minds of his friends and collectors in Canada. Many thanks,

— Lynn Contway



"I definitely think using *Cowboy Country* was worthwhile advertising for us."

— Matt Rustemeier,
North Country Select

AWARD-WINNING EDITORIAL

2020

SILVER — Cover
Aug-Sep 2020 Issue

2022

SILVER — Best Essay
Sid Marty — *You Can't Rebuild a Mountain*

2023

GOLD — Photograph Series or Essay
Rod Sinclair — *Eye of a Champion*

2023

GOLD — Service Journalism
Talking Trees, A long view of Prairie Water and Climate

2024

GOLD — Photograph Series or Essay
Water, Wind & Fire

2024

SILVER — Cover
Dec-Jan 2023-24 Issue

2025

GOLD — Alberta Story
Sid Marty — *Corb Lund on El Viejo & Alberta's Greasy Politics*

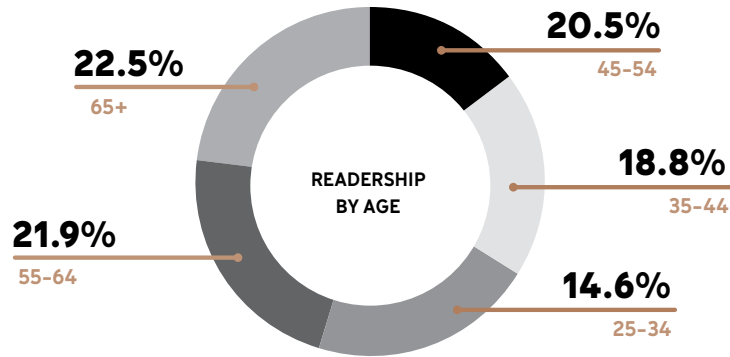
EVENT SPONSOR PARTNERS



IN PRINT — ONLINE — MOBILE

OUR READERS IN PRINT + ONLINE

DEMOGRAPHICS



AVERAGE ANNUAL INCOME

\$71,000 Approximate Annual Income

49% \$100,000+ Annual Income

EDUCATION

61% College or University

RESIDENCE

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

OWN

59% Own horses	58% Own stock dogs	48% Own cattle	64% Own stock trailer	73% Own ATV/UTV
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READER ACTIVITIES

TRAVEL

90%
Attend rodeos

70%
Attend events

71%
Plan to travel next year

PLAN TO PURCHASE

70%
Apparel & Accessories

89%
Equine Health, Feed & Veterinary Services

44%
Western Art

77%
Plan to Replace Vehicle



PRINT READERS ANNUALLY
154,568



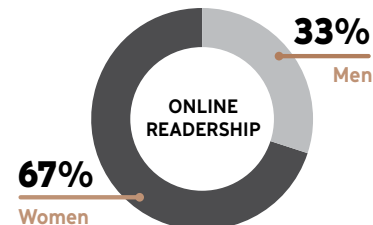
DIGITAL DOWNLOADS ANNUALLY
4,889



WEB VIEWS ANNUALLY
154,568



SOCIAL REACH ANNUALLY
1,100,000



PRINT SUBSCRIBER BREAKDOWN

68%
Alberta

12%
Saskatchewan

9%
British Columbia

8%
Rest of Canada

3%
USA/Int.

SINGLE COPY PRICE \$6.95
SUBSCRIPTION PRICE \$29.00 PER YEAR
FREQUENCY 6 ISSUES PER YEAR

Ranch Rhythms

E-NEWSLETTER

5500+
SUBSCRIBERS

76%
OPEN RATE

17%
CLICK RATE

RATES & DEADLINES

Print Rates (Rates are per issue unless stated otherwise)

BEST POSITION	1X BUY	3X BUY	6X BUY +
Full page			
2/3 Vertical			
1/2 Horizontal/Vertical			
1/3 Square/Vertical			
1/4 Vertical			
SPECIAL POSITION	1X BUY	3X BUY	6X BUY +
Outer Back Cover			
Inner Front Cover			
Inner Back Cover			
Double-Page Spread			
MARKETPLACE	1X BUY	3X BUY	6X BUY +
1/6 Square			
1/10 Horizontal			
Marketplace Listing	Annual Fee		

Branded Content

Copy Supplied **1X**

One Page

Two Pages

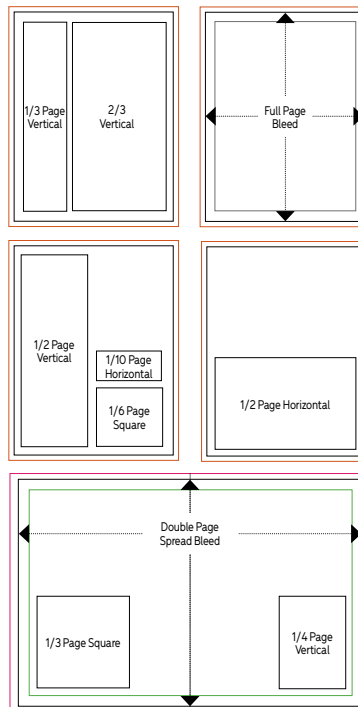
Newsletter

Print Deadlines

ISSUE	SPACE	MATERIAL	ON SALE
Dec 2025/Jan 2026	Nov 3, 2025	Nov 5, 2025	Dec 2025
Feb/Mar 2026	Jan 2, 2026	Jan 6, 2026	Feb 2026
Apr/May 2026	Mar 2, 2026	Mar 5, 2026	Apr 2026
Jun/Jul 2026	May 1, 2026	May 5, 2026	Jun 2026
Aug/Sep 2026	June 28, 2026	July 3, 2026	Aug 2026
Oct/Nov 2026	Sept 1, 2026	Sept 3, 2026	Oct 2026

Print — Specs

DISPLAY AD	DIMENSIONS (WIDTH X DEPTH)	
Full Page Bleed	8.125" x 10.75"	Trim
	8.625" x 11.25"	Bleed
	7.125" x 9.75"	Safe Area
Double Page Spread Bleed	16.25" x 10.75"	Trim
	16.75" x 11.25"	Bleed
	15.25" x 9.75"	Safe Area
1/2 Page Vertical	3.4375" x 9.875"	
1/2 Page Horizontal	7.125" x 4.875"	
2/3 Vertical	4.625" x 9.875"	
1/3 Page Square	4.625" x 4.875"	
1/3 Page Vertical	2.265" x 9.875"	
1/4 Page Vertical	3.375" x 4.875"	
1/6 Page Square	3.5" x 3.2"	
1/10 Page Horizontal	3.5" x 1.85"	



Online Rates (Minimum 2 months)

ONLINE ADS	1 month	2 months	3 months	12 months
Half Box				
Big Box				
Leaderboard				

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

Website — Specs

FILE REQUIREMENTS

Big Box, Half Box, Leaderboard

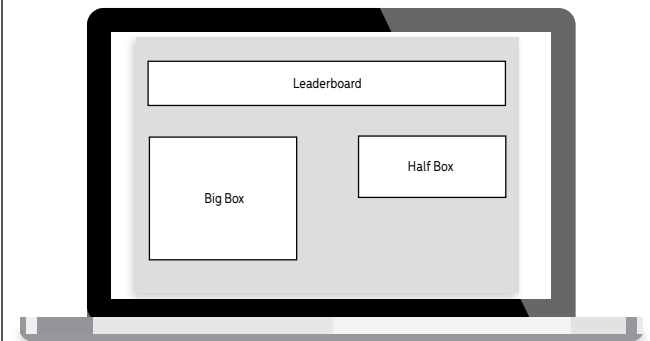
- Web optimized ad (JPG, GIF, PNG)
- Include URL separately with file submission

Listings

- Business/Organization name, address, phone number, website

MATERIAL DUE:
3 business days prior
to posting

WEBSITE AD	DIMENSIONS
Half Box	600(w) x 250(h) px
Big Box	600(w) x 500(h) px
Leaderboard	1456(w) x 180(h) px



CANADIAN
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M A G A Z I N E



PHOTO BY MEAGAN PILLER



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