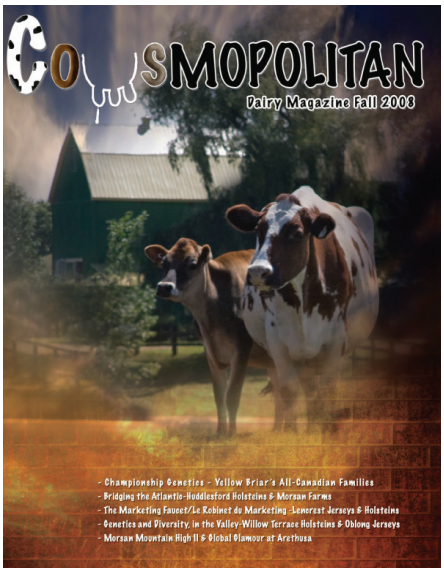
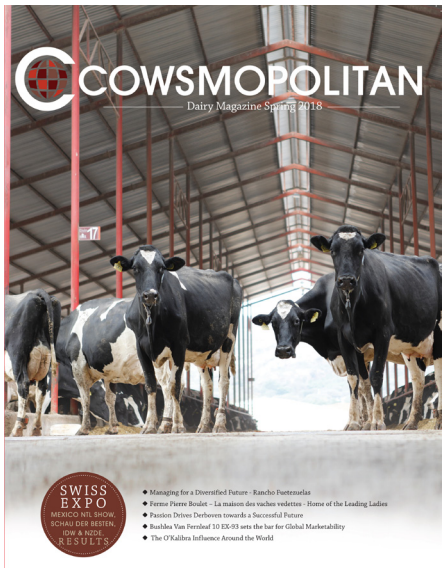
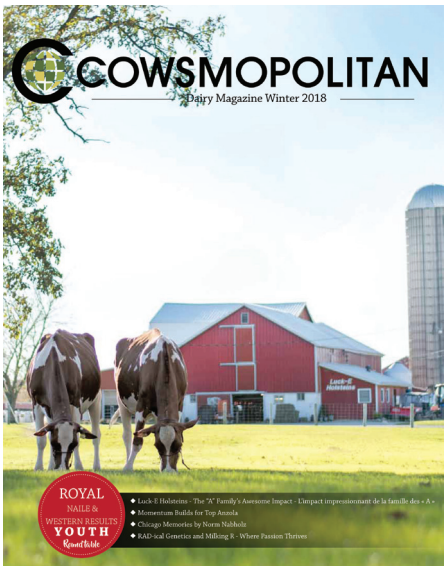
# 2019 MEDIA KIT

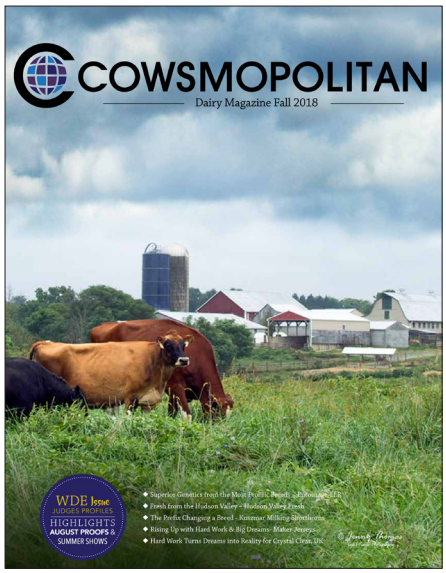
# COWSMOPOLITAN

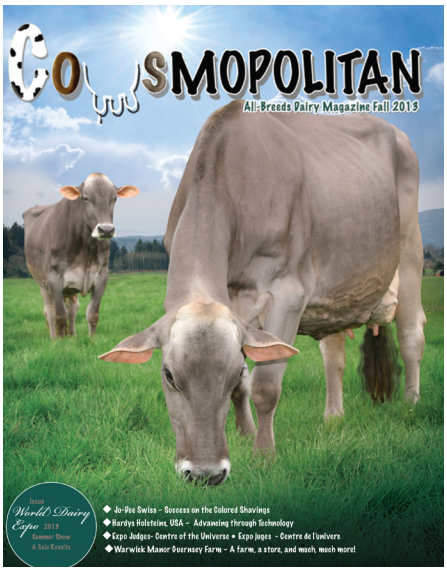
## Dairy Magazine





# DISTRIBUTING TO BREEDERS & INDUSTRY PARTNERS WORLDWIDE!

*background*

**BACKGROUND:**

Cowsmopolitan is a family run dairy All-Breeds publication. Started in the Winter of 2004 by the Wright family of Didsbury, Alberta, this magazine has quickly grown and become labeled the World's fastest growing All-Breeds publication. Don, Carol, Lexi and Ella Wright, the owners of Cowsmopolitan, bring a wealth of knowledge and dairy experience to the table. A show ring background through Wrightside Holsteins, as well as involvement in the 4-H program has provided this family with many great experiences and a bond in the dairy fraternity. Carol is office manager and maintains the accounting as well as laying out the editorial portion of the magazine each issue. Lexi Wright uses her experience and contacts from seven years in the AI industry with Alta Genetics to secure ads, write stories and articles as well as laying out the magazine. Ella Wright brings to the table 16 years of experience as a livestock photographer in Canada & Internationally and is key in Cowsmopolitan's Marketing and Web site platform & designs the majority of the ads for the publication.

*our mission*

**MISSION STATEMENT:**

Cowsmopolitan provides a cost effective medium for advertising, utilizing outstanding graphics, time relevant editorial and hundreds of photos to provide worldwide readers with what has been deemed the fastest growing All-Breeds Dairy Magazine. Cowsmopolitan covers both current and historical events including news from the Canadian and United States dairy industry with added international flavour. Cowsmopolitan provides unique breeder, bloodline and industry trend profiles that provide exceptional reading to a large subscription base worldwide. Reader experiences are also enhanced through the web site and on-line photo galleries.

*about us*

**WHO WE ARE:**

The World's fastest growing All-Breeds Dairy Magazine
A family run operation
A magazine the whole family wants to read!

*coverage*

**WHAT WE COVER:**

Canadian events 45% (seminars, conferences, conventions, meetings, shows and sales) & Canadian stories on ALL-BREEDS including; commercial and breeder herds, cow families and industry trends.
Management, reproduction and nutrition articles (10%)
United States events and stories (35%)
International events and stories (10%)

*distribution*

**DISTRIBUTION:**

Cowsmopolitan is a subscription based magazine published 5 times per year.
18,000 copies distributed each year plus 21,500 ringside inserts World Dairy Expo
47% Canada (40% Western, 40% Ontario, 10% Maritimes & 10% Quebec)
41% United States
12% International

# DISTRIBUTED AT EVENTS WORLDWIDE!

## SAMPLING OF 2018 DISTRIBUTION OF EVENTS:

### SPRING ISSUE 2018
BC Spring Show (BC)
Western Dairy Seminar (AB-delegates from across Canada)
Calgary Dairy Classic (AB)
Canadian National Jersey Convention (delegates from across Canada)
Ontario Spring Show (ON)
Atlantic Spring Show (NB)
NOK Spring Show (BC)
Canadian Dairy Xpo (ON)
Canadian National Holstein Convention (delegates from across Canada)
Mid West Spring Show (Wisconsin)
Milksource Main Event Tag Sale (Wisconsin)
California Spring Show (CA)
Expo Printemps (QC)
Ohio Spring Show (Ohio)
New York Spring Show (New York)
Irish Spring Fair (Ireland, UK)
Utah State Jersey & Holstein Show (Utah)
Western National Spring Show (Utah)

### SUMMER 2018
Alberta Dairy Congress (AB)
National Holstein Convention USA (delegates from across USA)
National Jersey Convention USA (delegates from across USA)
Holland NRM (Netherlands)
Holland Masters (Netherlands)
Royal Highland (Scotland, UK)
Vancouver Island Show (BC)
Great Royal Yorkshire (England, UK)
Alberta 4-H Provincial Show (AB)
Wisconsin State Show (Wisconsin)
Quebec Picnic (QC)
Royal Welsh Show (Wales,UK)
Ontario Summer Show (ON)
Wisconsin State Fair (Wisconsin)
Atlantic Summer Show & Sale (PEI)
Causeway Classic (Ireland ,UK)
Indiana State Fair (Indiana)
Illinois State Fair (Illinois)
Western Canadian Classic (SK-particpants from across Western Canada)
IPE Armstrong (BC)
Minnesota State Fair (Minnesota)
Western Fall National (Washington)
UK Dairy Event (England, UK)

### FALL 2018
All-American Show (Pennsylvania)
BIG E (MA)
World Dairy Expo (Wisconsin-visitors from all over the World)
World Classic Sale (Wisconsin)
Genosource Sale (Wisconsin)
World Dairy Expo Colored Breeds Sales (Wisconsin)
All-Breeds Calf Show (England, UK)
Autumn Opportunity (ON)
European National Show (Italy)
BC Fall Harvest (BC)
UK Dairy Day (UK)

### MID FALL 2018
Westerner Championship (AB)
Supreme Laitier (QC)
Canadian Classic 4-H Show (ON-participants from across Canada)
NAILE (Kentucky)
Junior Bulle (Switzerland)
Royal Winter Fair (ON-visitors from all over the World)
Sale of Stars (ON)
AgriScot (Scotland, UK)
Black & White Sale (England, UK)
Ireland National Show (Ireland, UK)
Tulip Holstein Sale (Netherlands)
Holland Holstein Show (Netherlands)

### WINTER 2018
International Dairy Week (Australia)
Swiss Expo (Switzerland)
Western Canada Annual Meetings (AB & SK)
NZ Dairy Event (New Zealand)
UK Dairy Show Carlisle (England, UK)
Canadian Dairy Xpo (ON)

Upcoming events can be found on our web site at:
http://www.cowsmo.com/events/

# ATTRACTING READERS OF ALL AGES!

### Subscription Rates CAD $

| #Years | Canada Regular | USA Airmail | Foreign Int. Airmail |
|---|---|---|---|
| One Year | $25.00 | $50.00/45.00 USD | $60.00 |
| Two Year | $45.00 | $90.00/ $80.00 USD | $110.00 |
| Three Year | $65.00 | $135.00/$115.00 USD | $150.00 |
| On-Line (all areas CAD) 1 Year-$15.00 2yr -$20.00 | | | 3yr-$25.00 |
| On-Line in combination with in print $15.00/yr $25/2yrs $30/3yrs | | | |

### Readership:

35% Pedigree power or show focused (average 50 head-milking)
50% Breeder or Commercial herd orientated (over 100 head-milking)
15% Breeder or Commercial herd orientated (over 500 head milking)
Ages from 8-90 years old including men and women

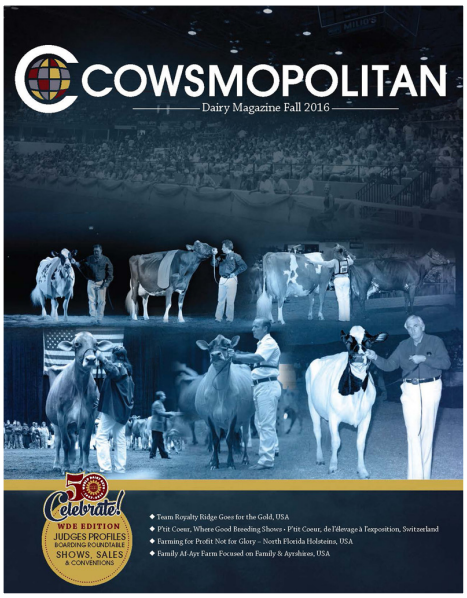
### Testimonials

The content of the magazine is excellent. Its not a rehash of articles that have been printed 100 times already. Its personal, its down to earth, and its for cow people, BY cow people. Awesome Features, great advertisers, and stuff you didn't already see on the web. Congrats for being the standard, and bringing a literal world of enthusiasts together in one publication! Abe Light, Reflex Genetics, New York, USA

"You guys are doing a nice job. We enjoy the variety of articles from different places around the world." Keep it up! Leader Holsteins, Australia

“When we returned to Guelph you can imagine what was waiting for us! Oh yes! A very large and very colourful and very wonderful Cowsmo. I think that it is your best to date, now that I’ve had the chance to “consume” some of it with lunch today! The lunch was good but the magazine is even better! I know we’ve said it before but you have done another spectacular job! This 132 page masterpiece truly is impressive!" Russell Gammon, Semex Canada, Ontario

"I just received my first copy of Cowsmopolitan and I love it! Great quality with excellent pictures and a lot of information. I especially like the fact that you cover more than one breed! " E Pitzner, Minnesota, USA



# INPRINT ADVERTISING DETAILS

## ADVERTISING RATE CARD 2019 CAD & USD

CAMERA READY RATES DO NOT INCLUDE GST/TAX

| Ad Size<br>Width x Height | Color 1X Rate | Color 3X Rate | Color 4X Rate | Color 5X Rate | Black & White 1X | Black & White 5X |
|---|---|---|---|---|---|---|
| Full Page<br>8.5 x 11 plus 0.125 bleed<br>7.5 x 10"live area | 950.00 CAD<br>720.00 USD | 880.00 CAD<br>670.00 USD | 850.00 CAD<br>645.00 USD | 750.00 CAD<br>575.00 USD | 700.00 CAD<br>535.00 USD | 625.00 CAD<br>480.00 USD |
| ½ Page<br>7.5 x 4.9063" | 595.00 CAD<br>455.00 USD | 525.00 CAD<br>405.00 USD | 500.00 CAD<br>385.00 USD | 450.00 CAD<br>345.00 USD | 400.00 CAD<br>310.00 USD | 325.00 CAD<br>255.00 USD |
| 1/4 page<br>3.75 x 4.9063* | 495.00 CAD<br>380.00 USD | 420.00 CAD<br>325.00 USD | 405.00 CAD<br>315.00 USD | 385.00 CAD<br>300.00 USD | 325.00 CAD<br>255.00 USD | 300.00 CAD<br>235.00 CAD |
| Double Page Spread | 1790.00 CAD<br>1350.00 USD | 1635.00 CAD<br>1235.00 USD | 1600.00 CAD<br>1210.00 USD | 1525.00 CAD<br>1150.00 USD | 1500.00 CAD<br>1135.00 USD | 1350.00 CAD<br>1020.00 USD |
| Block Ads | N/A | N/A | N/A | N/A | | 120.00 CAD<br>100.00 USD |
| Business Card<br>3 ¾ x 1 7/8" | N/A | N/A | N/A | N/A | | 210.00* CAD<br>175.00 USD |
| Covers | Call for availability & Pricing | | | | | |

*Business Cards payable in full at time of 1st insertion for 5 time rate.

### Ad Placement

** Added charge of $150.00 -$200.00 ($125.00 - $180 USD) for specific pages requested within magazine/issue

**Ad Design** Not included in above price. Pricing will be provided upon request.

### Polybagging & inserts

Pricing available upon request

### 4X & 5X Advertiser Benefits

- 15% discount on yearly banners & weekly banner adverts discounted rate $150/wk (regular $250)
- Logo in weekly newsletter once per month
- Discount on subscriptions for company & employees ($10 Canada, $25 USA, $35 International)
- Video post on Facebook 1X-2X/yr
- 3 Facebook posts on Cowsmo page 3X/yr
- Website or Facebook Link at discounted rate $250/yr

# INPRINT ADVERTISING DEADLINES 2019

| | BOOKING DEADLINE | CAMERA | MAIL DATE |
|---|---|---|---|
| Spring | Feb 13 | Feb 26 | March 14 |
| Summer | May 15 | May 24 | June 7 |
| Fall -WDE | Aug 20 | Sept 3 | Sept 12 |
| Fall Special-Royal | Oct 10 | Oct 15 | Oct 24 |
| Winter | Nov 19 | Nov 24 (AI Dec 4) | Dec 10 |

## PUBLICATION SPECIFICATIONS

### Accepted File Types

- Cowsmopolitan is created using In-Design, Photoshop & Illustrator on both MAC & PC platforms
- We accept camera ready ads digitally in either a High Resolution postscript PDF (minimum 300 DPI)
- All submitted artwork (camera ready ads) must be in CMYK. This applies to all eps, psd & tiff files images. RGB images will color-shift when undergoing conversion for press.

### Ad Copy Specifications (non camera ready adverts)

- If you require us to design your ad, then you may submit copy (text) in a Word document or text document however, DO NOT send Images embedded in a Word document or an Excel document. All images must be kept as individual
  files (JEPGs, GIFS, TIFs, etc) and must be at least 300 DPI at their final size.

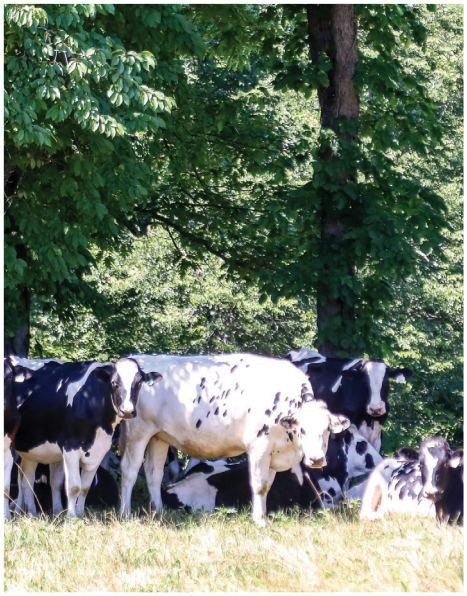
### Conditions

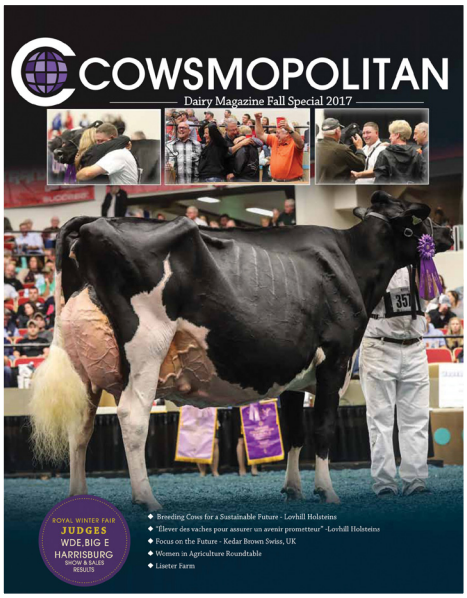
- A copy of all advertisement & artwork/material will be held at the office for future reference
- Payment for ad space is due within 30 days of invoicing
- All advertising copy is subject to approval by Cowsmopolitan
- The magazine mailing list is not available for direct mail purposes

### For more information or advertisement bookings

Contact:

- Lexi Wright (Editor) Cell 403-862-5600
  E-mail: lexi@cowsmo.com
- Julie Ashton (USA & Web Sales)
  Cell: 815-766-0045 E-mail: website@cowsmo.com
- Maria Noble (USA Sales) Cell: 607-483-1413 E: maria@cowsmo.com






Advertising

# ONLINE ADVERTISING - WWW.COWSMO.COM

**Banner Advertising**
$250 CAD ($200 USD) / week
$375 CAD ($300 USD) for 2 weeks
$1200 CAD ($910 USD) for 3 months
$2000 CAD ($1510 USD) for 6 months
$2800 CAD ($2115 USD) for 1 year
• Banner ad on home page with linked page off Cowsmo website to site address
• Includes facebook, twitter and daily blogs on website highlighting sale consignments (details provided by company)
• posts on Facebook depending on timeframe taken out. (eg: weekly recieve 1X, monthly 2X per month, yearly 12X per year, content provided by advertiser)
• Yearly banners - Video live opportunity or video post on Facebook 1-2X per year
• Yearly banners - logo in weekly newsletter 4X per year

**Linking & Site Marketing on Homepage**
$350 CAD ($275 USD) /year
For customers who host and maintain their own websites.
• listing on Cowsmo Breeder/industry link page
• breeder/company tour feature 2X per year
• update link off home page one per month notifying of updates to site
• listed in Cowsmopolitan magazine 5X per year (each issue).

**Online Show & Sale Coverage**
Email for seperate media Kit

**Product Catalog Online**
$350 CAD ($275 USD) per catalog for as long as required with page on Cowsmo site linked to catalog and to page or website

***** Please note all prices do not include tax*

## International Exposure through www.cowsmo.com and Social Media

• **Website statistics -** 2, 559, 531 page views (Jan 2017 - Dec 2017). Traffic demographics of 56% USA, 30% Canada and 14% International. Visitors for year 696,011, the average user spends 3 1/2 minutes on our website.

• 191,976 followers on Facebook (www.facebook.com/cowsmo), our reach runs between 550,000 and 2 million and the weekly engagement ranges from 250,000 to 400,000. We are also averaging 5-10K over any of our closest competition for engagement per week.

• 5000 followers on **Twitter (www.twitter.com/cowsmo)** • 6648 followers on **Instagram @cowsmopolitan**