

# COWSMOPOLITAN

## WHO WE ARE:

For the past 15 years, Cowsmopolitan has been the leading all-breeds dairy publication in North America. We are telling the narratives of purebred dairy enthusiasts from around the world and helping them reach markets for their elite genetics.

The readership of Cowsmo has grown consistently through the years, and with the acquisition of HolsteinWorld in March 2019, our outreach has more than doubled.

Through social media outlets, we are interacting more people than ever, and more than 5X our competitors. Our website offers fresh content on a daily basis, working to share breeders' stories, news from around the globe and original content from our editors.

## BY THE NUMBERS:

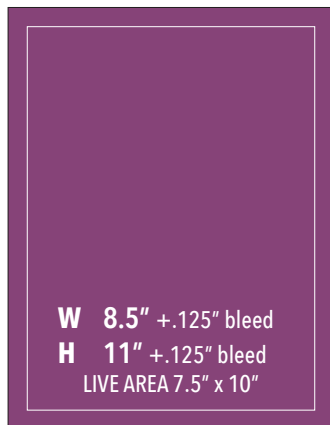
- 3200 print & on-line subscribers across North America & Internationally
- 21,500 copies of World Dairy Expo's Ringside Edition printed
- Over 1.4 million page views on cowsmo.com with 560,000+ visits in 2020
- 200K followers on Facebook, with average engagement of 85K per week
- 20.6K followers on Instagram

## 2021 PRINT ADVERTISING RATES:

Premium pages will be priced upon request, and as they are available.  
*All prices quoted are Camera-Ready Rates.*

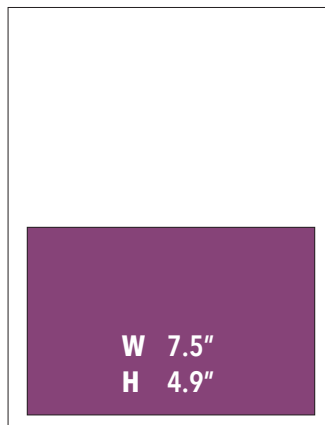
### FULL PAGE:

1x \$1095USD · 4x \$975USD  
 1x \$1400CDN · 4x \$1250CDN



### HALF PAGE:

1x \$605USD · 4x \$555USD  
 1x \$775CDN · 4x \$715CDN



## 2021 ADVERTISING DEADLINES:

EARLY SPRING 2021:	Booking Deadline FEB 8	CR Deadline FEB 14
SPRING 2021:	Booking Deadline MAR 20	CR Deadline MAR 31
SUMMER 2021:	Booking Deadline MAY 20	CR Deadline MAY 28
LATE SUMMER 2021:	Booking Deadline AUG 1	CR Deadline AUG 6
FALL 2021:	Booking Deadline SEPT 1	CR Deadline SEPT 10
LATE FALL 2021:	Booking Deadline OCT 15	CR Deadline OCT 25
WINTER 2021:	Booking Deadline NOV 22	CR Deadline DEC 3

## COWSMOPOLITAN, INC.

866 161st Street  
 Hammond, WI 54015

### EDITORS & ADVERTISING SALES:

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### ADVERTISING SALES:

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## 2021 DIGITAL RATES:

Premium digital banner spots are offered to contract advertisers on a first-come, first-serve basis.

### MEDIUM ROTATING SQUARE BANNER:

\$400 / month · \$900 / 3 months  
 \$1500 / 6 months · \$2250 / 12 months

### SMALL SQUARE BANNER:

\$150 / week · \$350 / month  
 \$750 / 3 months · \$1250 / 6 months  
 \$1800 / 12 months

Multi-week banner advertisers will be included in the Digital Weekly Newsletter, depending on length of contract.

Prices quoted in USD.

*Call us to discuss a personalized Digital & Print Marketing Plan!*