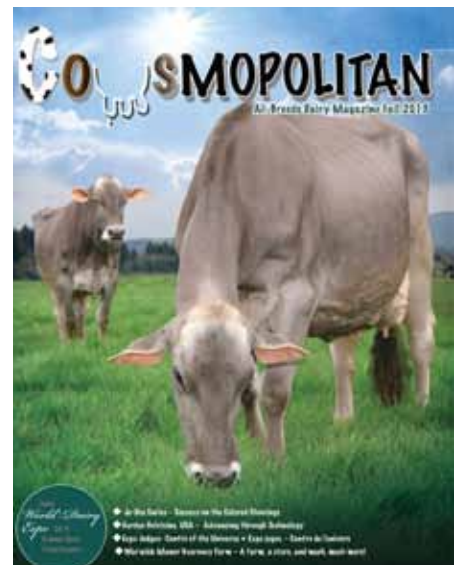
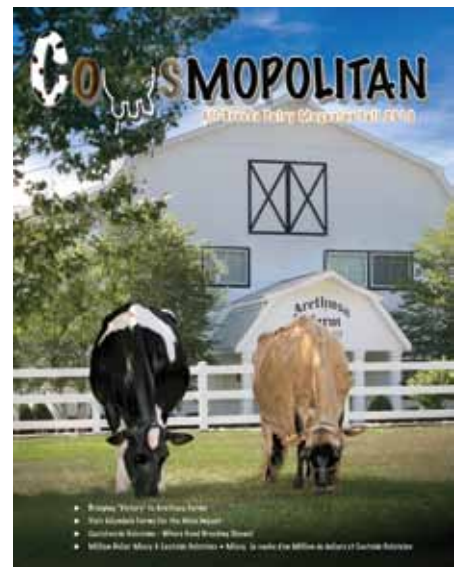
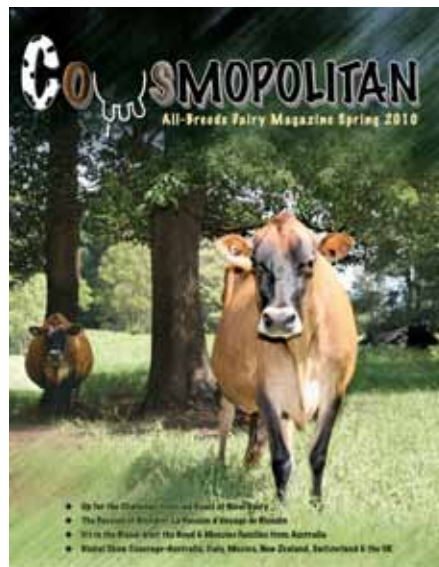
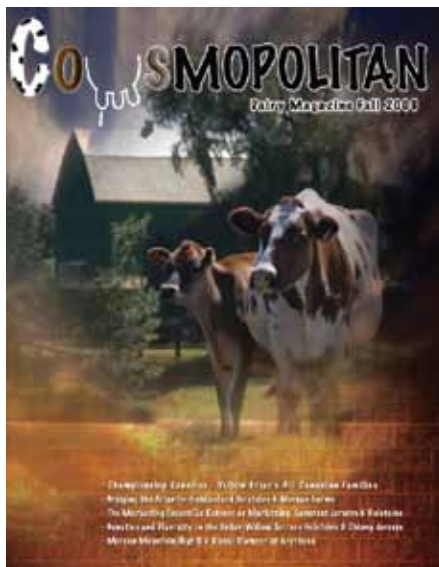


2018 MEDIA KIT

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.
21,000 copies distributed each year
55% Canada (40% Western, 40% Ontario, 10% Maritimes & 10% Quebec)
30% United States
15% International

DISTRIBUTED AT EVENTS WORLDWIDE!

SAMPLING OF 2017 DISTRIBUTION OF EVENTS:

SPRING ISSUE 2017

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 2017

Alberta Dairy Congress (AB)
European National Holstein Show (France)
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-participants from across Western Canada)
IPE Armstrong (BC)
Minnesota State Fair (Minnesota)
Western Fall National (Washington)
UK Dairy Event (England, UK)

FALL 2017

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 2017

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)
Northern Expo (England, UK)
AgriScot (Scotland, UK)
Black & White Sale (England, UK)
Ireland National Show (Ireland, UK)
Tulip Holstein Sale (Netherlands)
Holland Holstein Show (Netherlands)

WINTER 2017

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	\$26.75	\$50.00	\$60.00
Two Year	\$45.00	\$90.00	\$110.00
Three Year	\$65.00	\$135.00	\$150.00
On-Line (all areas) 1 Year-\$20.00	2 Year -\$30.00	3 Year-\$40.00	
On-Line in combination with in print	\$15.00/yr	\$25/2yrs	\$30/3yrs

Readership:

50% Pedigree power or show focused (average 50 head-milking)
 35% 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



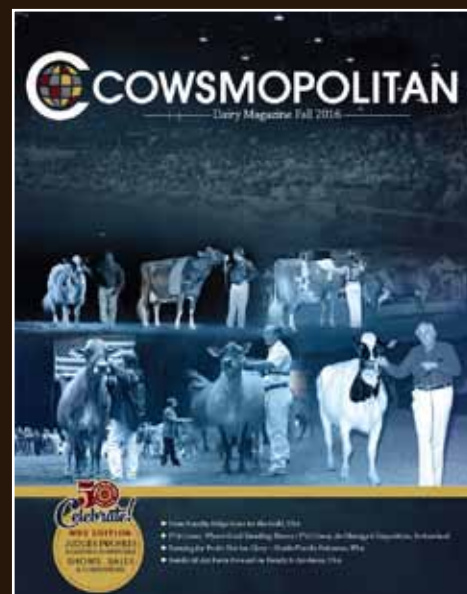
Testimonials

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 2017 CDN \$

RATES ARE CAMERA READY PRICE AND DO NOT INCLUDE GST

Ad Size Width x Height	Color 1X Rate	Color 4X Rate	Color 5X Rate	Black & White 1X	Black & White 4X	Black & White 5X
Full Page 8.5 x 11 plus 0.125 bleed 7.5 x 10"live area	950.00	880.00	850.00	850.00	780.00	750.00
½ Page 7.5 x 4.9063"	595.00	555.00	525.00	495.00	455.00	425.00
1/4 page 3.75 x 4.9063*	500.00	450.00	415.00	400.00	350.00	315.00
Double Page Spread	1790.00	1690.00	1660.00	Upon request		
Block Ads	N/A	N/A	N/A	N/A	N/A	120.00
Business Card 3 ¾ x 1 7/8"	N/A	N/A	N/A	N/A	N/A	210.00*
Covers	Call for availability & Pricing					

All above Rates DO NOT included GST

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

Prices do not include GST and are for Camera ready ads.

Ad Placement

** Additional charge of \$150.00 -\$200.00 for specific pages requested within magazine per issue

Ad Design fees

(not included in above price):

Full Page-\$150 per page (includes work on 2 photos)

Half & Quarter Pages-\$85 (includes work on 1 photo)

Additional charges may apply for additional ad design on a per image basis at \$25.00 each. Any images over 6 is \$25 each.

≈ All ad copy must be provided by fax or email in its entirety

***These design prices are special prices for Cowsmopolitan

Ad Overruns

\$75.00 for 1st 100 copies - \$25.00 per each additional 100

Polybagging & inserts

Pricing available upon request

INPRINT ADVERTISING DEADLINES 2018

	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 12	Oct 18	Oct 25
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

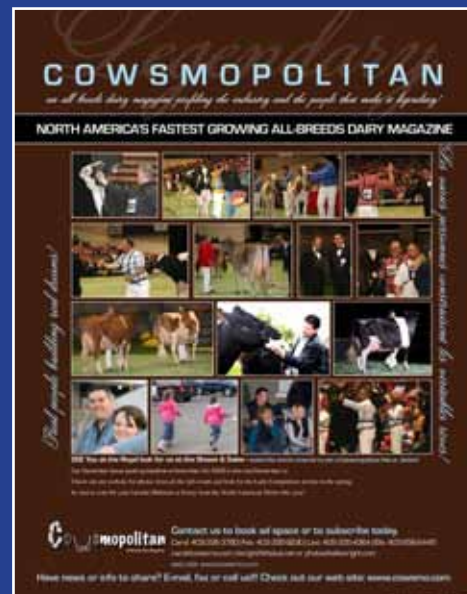
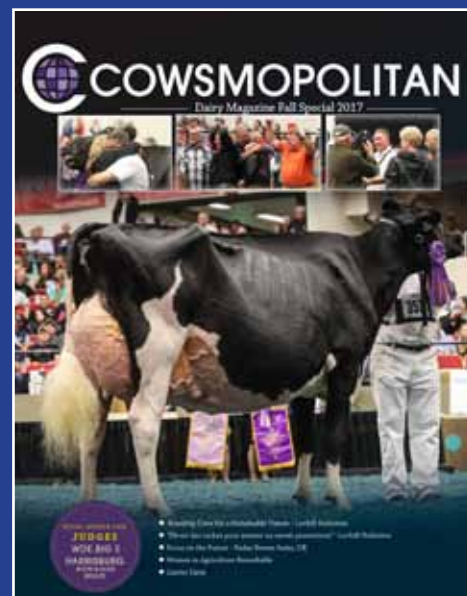
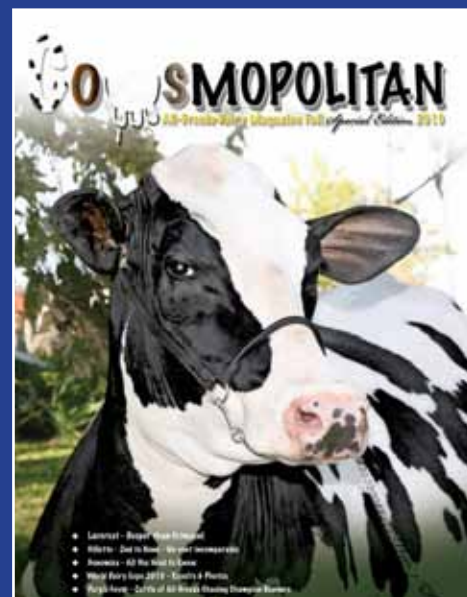
If you require us to design your ad, then you may submit copy (text) in a Word document or text document however, DO NOT send Images embedded in a Word document or an Excel document. All images must be kept as individual files (JEPGs, GIFS, TIFs, etc) and must be at least 300 DPI at their final size.

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
Associate Editor
Cell 403-862-5600
E-mail: lexi@cowsmo.com
Fax 403-335-9230



Advertising

ONLINE ADVERTISING - WWW.COWSMO.COM

Banner Advertising

\$250 / week

\$375 for 2 weeks

\$1200 for 3 months

\$2000 for 6 months

\$2800 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)

Linking & Site Marketing on Homepage

\$350/year

For customers who host and maintain their own websites.

- listing on Cowsmo Breeder link page
- breeder tour page
- 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 pricing (Ranges from \$750- \$2000 depending on location)

- includes sponsor recognition and logos on main page
- includes photos and results posted as they happen on-line
- live video feed
- banner ad on Cowsmo home page advertising coverage
- Facebook shares and exposure
- email blast sent out to 2500 recipients with sponsor logo and link to company website week prior to show
- full photo gallery posted on Cowsmo after the show
- between 5000- 30,000 views on show results pages per show

Product Catalog Online

\$250 per catalog for as long as required with page on Cowsmo site linked to catalog and to sale page or website

**** Please note all prices Canadian Dollars

International Exposure through www.cowsmo.com and Social Media

- **Website statistics** - 2, 934,716 page views (Aug 2016 - Aug 2017). Traffic demographics of 46% USA, 43% Canada and 11% International. Visitors for year 596,011 with largest traffic month (November) yet to come. Our USA traffic has grown 80% in the last 2 years and over the past 2 years our website traffic has doubled each year.
- 182,477 followers on **Facebook** (www.facebook.com/cowsmo), our reach has been over 3 MILLION and the weekly engagement has been in excess of 400,000, and we continue to average over 800 likes per week. A recent post reached 1.1 Million people with over 52,000 likes, comments, and shares and 49,000 clicks. **We are also on average 15K over any of our closest competition for engagement per week.**
- 4000 followers on **Twitter** (www.twitter.com/cowsmo).