

# COWSMOPOLITAN

2023





# COWSMOPOLITAN

At Cowsmopolitan, Inc., our mission is to engage our readers with compelling stories and event coverage, while also providing our clients with cross-platform advertising solutions. Our vision is to connect dairy enthusiasts from around the globe, while offering unique marketing opportunities to successful dairy producers that are the best at what they do. Our audience understands the value of investing in the best genetics, products and technology for their dairy herds. Owners Julie Ashton and Kathleen O'Keefe have over 50 years combined professional experience along with a lifelong passion for the dairy industry.

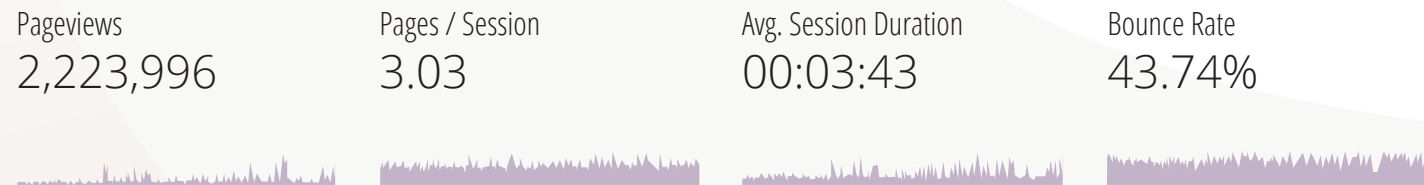
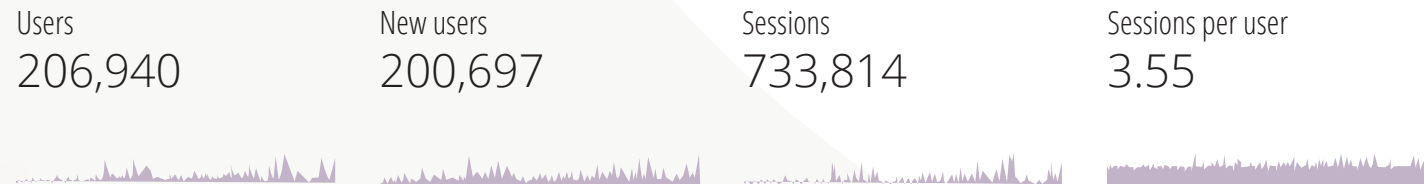
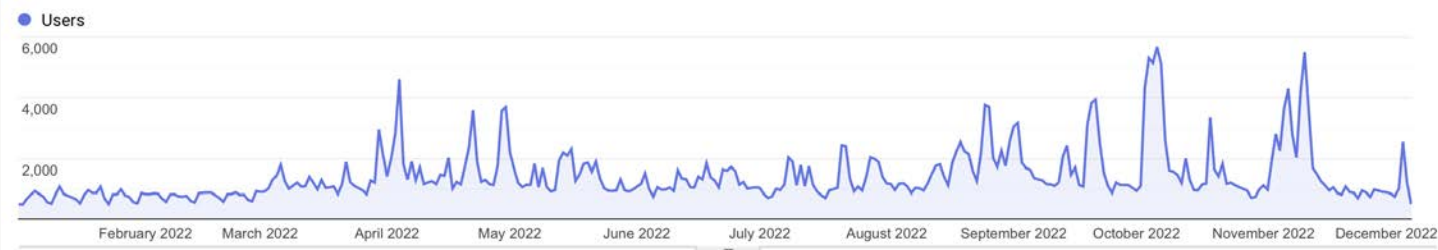


866 161st Street, Hammond, WI 54015

# Digital Engagement

Over 2.22 million pageviews in 2022 on our award-winning website

- 1st place General Excellence Website
  - 1st place Livestock Publication Website
- Livestock Publications Council 2021*



**Weekly digital newsletter**

- 2400 subscribers, 20% open rate or better
- Leader board advertising options available

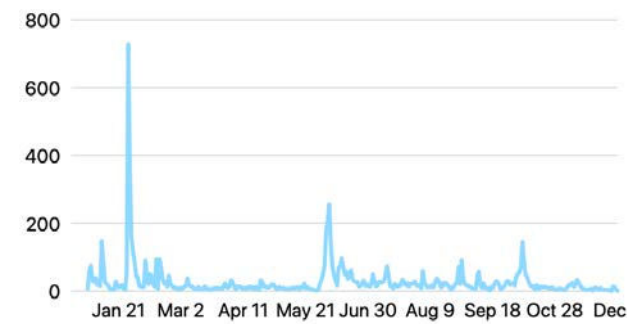
	Users	%Users
United States	132,165	63.94%
Canada	40,736	19.71%
United Kingdom	4,329	2.09%

# Facebook & Instagram

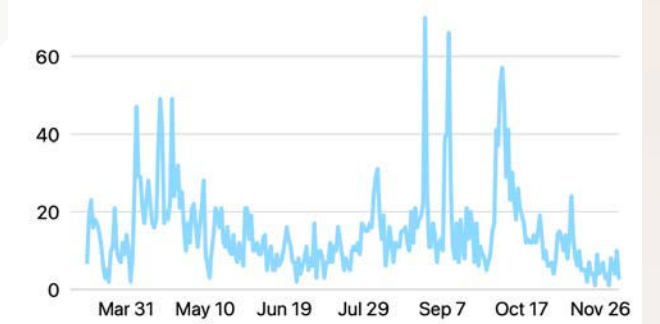
247,422 Facebook Followers // 28.8K Instagram Followers

## New likes and followers

New facebook page Likes **9,009**

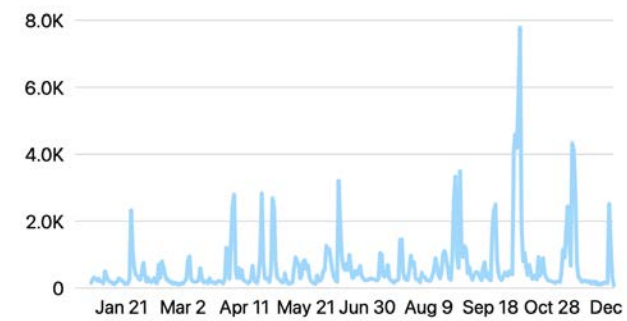


New Instagram Followers **3,958**

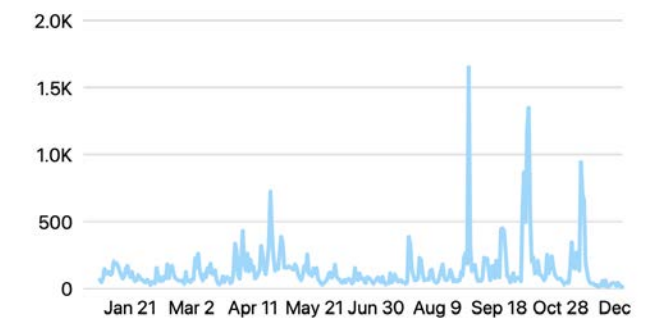


## Page and profile visits

Facebook page Visits **209,753**

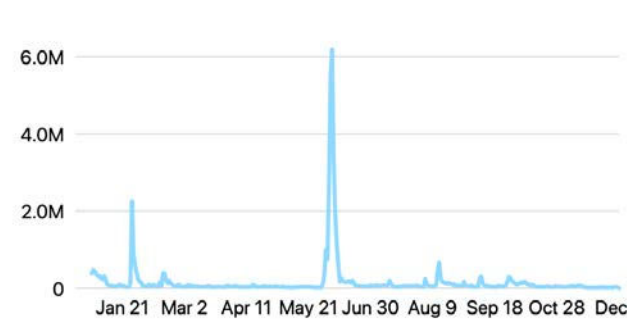


Instagram profile Visits **46,471**

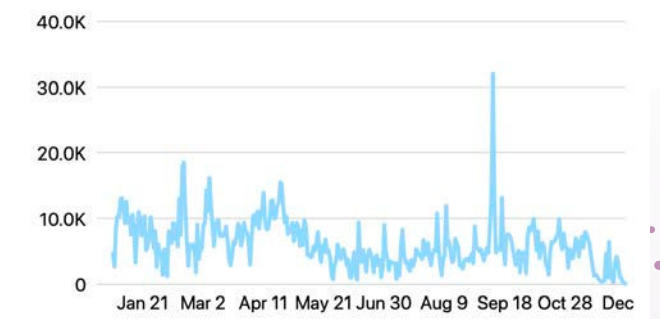


## Reach

Facebook page Visits **35,863,069**



Instagram profile Visits **384,713**





# Event Coverage

Over 100 global dairy events covered per year with skilled livestock photographers and personnel

Sponsors recognized across all digital media platforms including e-blasts, Facebook, Instagram and website

Partnering with Walton Webcasting to bring HD live video coverage of events (stats coming from Walton)

\*\* Exclusive sponsorship opportunities available based on first-come, first-serve basis.

Most attended and popular events include:

## U.S. EVENTS

- Ohio Spring Dairy Expo
- New York Spring Dairy Carousel
- Midwest Spring Show
- California State Holstein & Jersey Shows
- Western National Holstein Show
- Northeast Spring All-Breeds Show
- Southern National Show
- Wisconsin Championship Show
- All-American Dairy Show
- Eastern States Exposition
- World Dairy Expo
- North American International Livestock Exposition

## CANADIAN EVENTS

- Ontario Spring Show
- BC Spring Show
- Quebec Spring Show
- Ontario Summer Jersey & Holstein Shows
- Westerner Dairy Showcase
- Supreme Dairy Show
- Royal Agricultural Winter Fair

# Print Magazine

- 8 glossy, full color magazines printed yearly averaging 90 pages per issue.
- 3200 combined in-print and digital subscribers, reaching 18 countries worldwide, encompassing all herd sizes and breeds.
- Award winning ad design and layouts recognized by Livestock Publications Council.
- 2 Regional publications printed (California and New England) with targeted marketing opportunities.

# Commercial Pricing

Ad Sizes	1- 4 Issues		5-8 Issues	
Full page	\$1200 USD	\$1635 CDN	\$1125 USD	\$1530 CDN
Half Page	\$675 USD	\$920 CDN	\$645 USD	\$880 CDN

## Special placement | \$100 extra per issue

- Inside front cover, inside back cover, or requested page

## World Dairy Expo Ringside | \$1250 USD per pg

- (20,000 ringside catalogs printed and distributed additionally)
- Prices include camera-ready discount

Ad Sizes	1 month	3 months	6 months	Yearly
Small Banner	\$350 USD	\$750 USD	\$1250 USD	\$2000 USD
Medium Banner	\$400 USD	\$900 USD	\$1500 USD	\$2250 USD

- Contract digital advertisers are included in the weekly newsletter 1x per month at no additional charge
- Digital banners may be updated 2x per month; artwork supplied by advertiser

# Digital and Print combo

- **5% off print pricing if 6 month digital contract is reserved**
- **10% off print pricing if yearly digital contract is reserved**



# Testimonials

Cowsmo has been a tremendous outlet for us to market the show and index cattle in our genetics program as they have a tremendous following among dairy cattle breeders in the US and beyond.

We trust Julie and Kathleen to generate content that is professional, relevant to today's marketplace, and accurately represent the farm/individual/company in articles and ads.

**ALICIA LAMB, OAKFIELD CORNERS DAIRY, NY**

Cowsmopolitan is a home for leaders. The dairy operations profiled and the owners of these businesses are leaders - thought leaders, early adopters, innovators and solution finders who are determined to own a place in the industry's future.

The same is true for those who advertise, market and promote their products and services in this publication-leaders! The innovative approaches of the Cowsmo team match the smarts of those they partner with to bring about new levels of bovine dairy performance and profit.

Yes, those targeting to further expand their reputation and reach in the dairy industry with dairy leaders of the future know Cowsmo is the direction to head for and to utilize!

**RUSSELL GAMMON, RETIRED JERSEY CANADA MANAGER**

# Contact us

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