THE BEST OF WESTERN HORSEMAN ONLINE

Western Horseman is the leader in the equine industry for digital opportunity and innovation.

- Average Monthly Pageviews
  140,000

- Average Monthly Unique Visitors
  61,000

- Visitors/International
  84%/16%

- Mobile/Tablet Traffic
  80%

- Facebook Fans
  435,000+

- Instagram Followers
  113,000+

- Email List
  36,000+

- VIP Newsletter
  25,000+
DEMOGRAPHICS

WEBSITE

Age distribution:
- 18-24: 10%
- 25-34: 15%
- 35-44: 20%
- 45-54: 25%
- 55-64: 15%
- 65+: 10%

Gender distribution:
- Female: 59.9%
- Male: 40.1%

INSTAGRAM

Age Range:
- 13-17: 1%
- 18-24: 5%
- 25-34: 8%
- 35-44: 10%
- 45-54: 12%
- 55-64: 8%
- 65+: 4%

Gender:
- Women: 48%
- Men: 52%

FACEBOOK

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women:
- 55% of your fans

Men:
- 44% of your fans
WEB, MOBILE AND VIDEO AD OFFERINGS

A. Peel Back*  
   $750/month  
   One advertiser per month and 100% SOV, this ad produces excellent click through rates.

B. Billboard**  
   High-impact display ads with excellent CTR.  
   B1 Large Billboard  $1,000/month  
   B2 Billboard  $800/month

Display ad package  
C. Leaderboard***  
   Packaged $700/month

D. Box*  

E. Mobile*  
   Display ads rotate through multiple positions.

F. Filmstrip*  
   $600/month  
   High-impact mobile ad, one advertiser/month, 100% SOV per month.

G. Stand Alone Video Ad Spot*  
   $500/month  
   30 sec. to 3 min. video spot posted to the WH homepage.

* Advertisers need to provide URLs for all ads.  
** Billboard and Leaderboard ads also include a mobile ad.
NATIVE CONTENT

Features an advertiser-generated story on homepage for the month and remains on the website for at least 12 months. Social media posts, eblast and roadblock complete this comprehensive package. This is an invaluable opportunity for your brand to present products in a unique storytelling format and align yourself with Western Horseman’s authentic and trusted brand.

$4,000/month
An exclusive opportunity to showcase your product or your equine gear with the Western Horseman brand. This editorial-style content is featured on WesternHorseman.com with social pushes on Facebook and Instagram.

$1,900/month
Join Western Horseman in being the exclusive sponsor of one of our content personalities! Align your brand with high-quality content that our audience loves.

- **Ross Hecox Photo Blog.**  
  (Posted weekly)

- **Neu Perspectives with Kelli Neubert.**  
  (Posted twice a month)

- **Out West with Bill Reynolds.**  
  (Posted once a month)

- **Flashback Fridays.** One of the most anticipated!  
  (Posted every Friday)

- **Real Life Ranch Wife with Jolyn Young**  
  (Posted once a month)

**Content Sponsorship pricing starts at $800**
SOCIAL MEDIA OPPORTUNITIES

Stand-Alone Facebook Post  
$650  
Drive traffic to your site or build brand awareness with our highly-engaged Facebook audience.

Facebook LIVE  
$750  
Partner up with Western Horseman with one of the top-performing features Facebook offers.

Instagram  
$400  
Promote your products or tell your brand’s story through compelling visuals aimed at our highly-engaged Instagram audience.
SOCIAL MEDIA EVENT SPONSORSHIPS

Extend your reach and tap into our highly engaged fan base with this exclusive partnership opportunity. Align your brand with Western Horseman as we bring highlights, behind-the-scenes exclusives, interviews and more to passionate readers across our social media platforms from some of the most elite Western events of the year.

Price varies per event.
EMAIL MARKETING OPPORTUNITIES

Sponsored Facebook Post & Newsletter Package
The Sponsored Newsletter is sent to the full email list with editorial-style content written to help readers solve a problem or offer helpful tips. 2 Facebook posts included.
$2,100 per month

Stand-Alone Eblast
Your custom image sent to our full email list driving customers directly to your website.
$2,250
VIP NEWSLETTER SPONSORSHIP

The *Western Horseman* VIP Newsletter is sent once a month to a double opt-in readership.

**Advertisers may choose between two ad positions in the VIP Newsletter:**

- **Top Leaderboard**
  - Price: $500
  - A high-impact spot that allows for a variety of sizes

- **Article Ad Spot**
  - Price: $500
  - Duplicates the other editorial article spots with a headline, brief description and a call-to-action link.
DIGITAL AD SPECIFICATIONS

GENERAL GUIDELINES
- All materials submitted are subject to editing.
- Units must launch a new browser window when clicked.
- All rich media ads must have an alternate GIF/JPG version of creative.
- Google Ads Manager is used to serve all Western Horseman site ad units.
- No PSA ads are allowed.
- MailChimp is used to serve all newsletter placements.
- Email newsletter banner ads must be static only.
- Best practice: provide a standard image file as backup for times when the user’s browser does not support creative functionality (e.g., HTML5).
- All Third Party Tags should be submitted containing all necessary pre-inserted macros.

GLOSSARY
ROS—run of site
SOV—share of voice
px—pixels
PSA—public service announcement
Standard display ads—static, no animation
Rich media—dynamic ads, animated

STANDARD Display Ads
PRODUCT DIMENSIONS
- Billboard: 970 x 250, 970 x 550
- Leaderboard: 728 x 90
- Filmstrip: 300 x 600
- Box: 300 x 250
- Peel Back: 485 x 485
- Visible space: 485 x 349
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50

SPECIFICATIONS
- Dimensions in pixels
- Formats: JPG, PNG, or GIF (no PDFs)
- Resolution 72ppi
- 150kb max for static ads
- 1000kb max file size for GIF (animated ads)
- Standard banners should be built with responsive capabilities

MOBILE SPECIFICATIONS
Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF
- Formats: JPG, PNG, or GIF (no PDFs)
- 150kb max for static ads
- 1000kb max file size for GIF (animated ads)

RICH MEDIA
PRODUCT DIMENSIONS
- Leaderboard: 728 x 90
- Filmstrip: 300 x 600
- Medium Rectangle: 300 x 250
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50 (no flash)

SPECIFICATIONS
- Specifications — We can only accept rich media ads by Third Party Tags (HTML5)
- Third party ads rich media vendors accepted — All acceptable vendors for third party rich media tags are listed here: https://support.google.com/admanager/answer/177366?hl=en
DIGITAL SPECIFICATIONS

Native Content:
• 500-700 words of advertiser content
• 2-3 engaging photos (min. 1000 px wide)
• Roadblock display ads
  (728 x 90 px, 300 x 250 px, 300 x 600 px, 320 x 50 px)
• 1 stand-alone eblast (600 x 1,000 px, under 100kb.)
• 2 Facebook posts promoting content with boosting
• 2 Facebook posts advertiser’s choice (images 1200 x 630 px or 1200 x 1200 px, need copy & url)

Gear of the Month/Product Spotlight:
• 500-700 words of advertiser content
• 2-3 engaging photos (min. 1000 px wide)
• Inclusion in the WH VIP Newsletter (one per month).
• 2 Facebook posts promoting content with boosting

Content Sponsorship:
• 1-2 articles a month on westernhorseman.com depending on section.
• Roadblock leaderboard (728 x 90 px) and box (300 x 250 px) ads on blog category page and individual article pages
• 2 Facebook posts promoting article per month
• 2 Instagram posts promoting article per month
• 2 Facebook post advertiser’s choice (images 1200 x 630 px or 1200 x 1200 px, need copy & url) per month.

Stand-Alone Facebook Post:
• Link share (URL is embedded into the image) – 1200 w x 630 h or strong image (not link share) 1200 w x 1200 h. 1920x1080 video can be used as well. Recommend good lifestyle/horse photos or enticing video.
• Both options need a few lines of enticing copy and URL link.
• Sponsor’s Facebook page will be tagged in the post.
• $20 boost with all posts. Additional boost and targeting available for an extra charge.

Instagram Post:
• 1200 w x 1200 h eye-catching photo or 1920 w x 1080 h video
• A few lines of copy
• Any brand hashtags
• $15 boost to promote with URL.

Sponsored Facebook Post & Newsletter Package:
• Quality lifestyle/horse image, min. 640 x 425 px max width
• 200-250 word advertorial
• Headline
• Subject Line
• URL
• 2 Facebook posts (link share image 1200 x 630 px or image only 1200 px wide, need copy & url)

Stand-Alone Eblast:
• 600 x 1000 px, under 100kb
• Subject Line
• URL

VIP Newsletter Banner Ad:
• 600 x 100-300 px banner ad
• URL

VIP Sponsored Article:
• 600 x 300 px photo
• Headline
• Short description
• URL

Contact Your Sales Representatives
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Average Monthly Unique Visitors: 61,000+
Facebook Fans: 435,000+
Instagram Fans: 115,000+
Email List: 36,000+