American Cowboy is the cultural chronicler of the West, covering the stories, voices, and values that define the cowboy way.

**AUDIENCE REACH:** 635,000  **FREQUENCY:** 6 Issues Per Year

**READER PROFILE**
Affluent, Active Readers
- 650,062 Total Audience
- 54% Male & 46% Female
- 50 Average Age
- 62% Married
- 74.5% College Educated

**HOUSEHOLD INCOME**
- $83,890 Median Household Income
- 24.7% Earn $100,000 Plus

**REAL ESTATE**
- 86% Home Ownership
- 23.5% Own Second Homes

**READERSHIP HABITS**
Loyal, Committed Readers
- 71.4% Read AC the same day that they receive it
- 72% Read every issue of AC
- 126 Minutes on average spent per each issue of AC
- 98.5% of readers plan to renew their subscription
- 87% Have taken action as a result of reading AC*

*Purchased an advertised product or service, visited an advertiser’s website, contacted an advertiser, etc.

**PURCHASING BEHAVIOR**
- 76% Western Apparel
- 62% Boots
- 58% Books
- 56% Hats
- 50% Belts/Buckles
- 49% Art/Collectibles
- 45% Home Décor

**RESIDENCY**
- 59.5% Rural
- 27.5% Suburban
- 13% Urban

**TRAVEL HABITS**
- 86.5% Traveled on an overnight domestic trip in the past year
- 71% Traveled to/within the Western United States in the past year
- 51.7% Plan to take a Western-themed vacation
- 65% Attend rodeos & shooting sports
- 9.8 Average number of days spent on each vacation
- $3,763 Average amount spent on travel last year

Source 2011 EQN Study

**TOTAL READERSHIP**
215,000

**TOTAL CIRCULATION (PRINT AND DIGITAL)**
101,000

**WEB TRAFFIC:**
AVERAGE MONTHLY VIEWS
134,287
American Cowboy leads the way in integrated media options for its partners. From the 23-year history of the print magazine to phenomenal social engagement and a resource-rich website at AmericanCowboy.com, the brand reaches consumers in the saddle, in their recliners, on their mobile devices, at their desks, and on their front porches with the legacy and lore of the West formatted just for them and their needs.