

**COWBOY TIMES MAGAZINE**

11,535	TOTAL UNIVERSE	\$110.00/M
3,861	ACTIVE SUBSCRIBERS	\$350.00
7,674	RECENT EXPIRES & PROSPECTS	\$95.00/M

COWBOY TIMES MAGAZINE IS COVERING RODEO FROM ONE END OF THE ARENA TO THE OTHER! FOR MORE THAN 20 YEARS COWBOY TIMES HAS BEEN THE SOURCE FOR THE LATEST NEWS IN RODEO, ROPING, BARREL RACING AND JUST COWBOY-ING AROUND ACROSS TEXAS, NEW MEXICO, OKLAHOMA, KANSAS AND COLORADO.

GENDER:

SELECTABLE

ADDRESSING:

SEE SELECTIONS

COWBOY TIMES IS PUBLISHED AND MAILED NATIONWIDE 11 TIMES A YEAR. THESE ATHLETES SUBSCRIBE TO KEEP INFORMED ON CURRENT STANDINGS, AND UPCOMING EVENTS SUCH AS TRAINING SESSIONS, CAMPS, HORSE SALES, RODEOS AND COMPETITIONS. THESE SUBSCRIBERS ARE ALSO MEMBERS OF RODEO CLUBS AND ASSOCIATIONS.

KEYING: 2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

WITH AN AVERAGE AGE OF 40 AND AN AVERAGE INCOME OF \$51K, THESE EQUINE LOVERS TRAVEL NATIONWIDE TO THE EVENTS. THEY REQUIRE HORSE TRAILERS, TACK AND STABLE SUPPLIES, SHOW CLOTHING, BOOTS, EQUINE SUPPLEMENTS, STORAGE AND ORGANIZATIONAL TOOLS. THEY ARE ALSO IN NEED OF SUPPLIES AND TOOLS FOR THE UPKEEP ON THEIR FARM OR RANCH. THEY SHOP FOR FENCING MATERIALS, BARN, TACK AND STABLE SUPPLIES, TRUCKS, TRAILERS, BOOKS & VIDEOS ON EQUINE HEALTH AND CARE ISSUES, HORSE THEMED DÉCOR AND JEWELRY TO EXPRESS THEIR HORSE PASSIONS, INSURANCE, COMPUTER SOFTWARE AND CREDIT.

THRU: AUGUST 23

NEXT: MARCH 24

SOURCE: SUBSCRIBERS

SELECTIONS:	SCF, STATE, ZIP	\$6.00/M
	GENDER	\$6.00/M
	ELECTRONIC DELIVERY	\$50.00

\*\*USAGE\*\*

ALTHON MEDIA GROUP  
MORRIS MAGAZINES

UNITED VET EQUINE  
WESTERN HORSEMAN

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