



WE TAKE YOU THERE

Since 1953, True West has been reaching a passionate and mature audience that revels in the history of the American West. We take readers to a place that honors the truth, yet harbors a fondness for legends. Our readers are people who value courage and hard work, yet know how to have a good time. They are hungry for everything that defines the True West.

TRUE WEST MEDIA KIT 2023



True West, the best Western American History magazine of all time. I read it from cover to cover, even the ads. Congratulations BBB, and staff, on seventy five years.

Doug Bradley, subscriber

The True West Experience:

Blending multi-media formats to reach 955,000 consumers with an innate and passionate interest in Western American History and Heritage Travel.

Print	Digital	Social
True West Magazine	TrueWestMagazine.com	Facebook
Special Interest Publications	True West Mobile	Twitter
Books	True West Digital Edition	Pinterest
	Native Content Partnerships	YouTube
		Email





True West Delivers an Enormous Audience Beyond the Pages of its Award-Winning Print Magazine

Our Audience

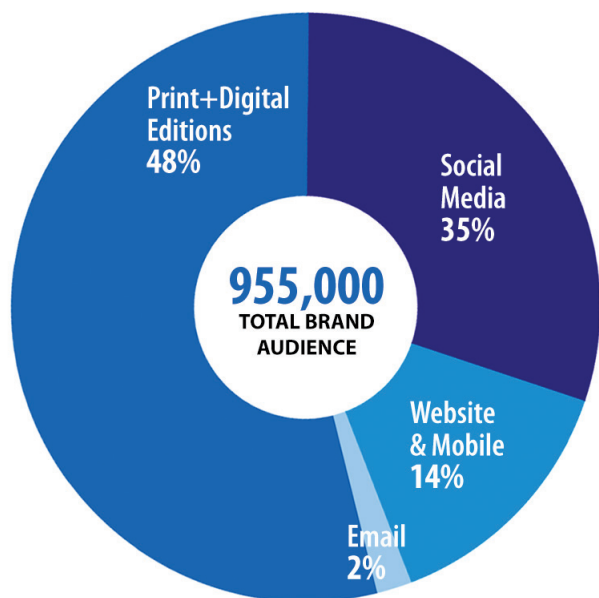
The *True West* audience is a fiercely loyal group of history enthusiasts who are heritage travelers. They are well-educated and have the time and financial resources to travel extensively. They want to go beyond the average knowledge base of the Old West and dig deeper into the myth and lore surrounding historic events, locations and people. No other publication delivers the content and brand of education and entertainment like *True West*.

Median Age: 58

Male: 80% , Female: 20% • Married: 75%

Education: 59% attended/graduated college; 27% post-graduate degree

Median HHI: \$74,000



PRINT ADVERTISING

True West prints 60,000 issues every month and reaches 312,000 readers with each printed issue. Our distribution methods guarantee a broad cross section of Heritage Travelers, History Enthusiasts, Collectors and those who love the Western Lifestyle:

- Mailed to subscribers
- On National Newsstands: Barnes & Noble, Books A Million, Hastings, Tractor Supply, Walmart
- In-Room Distribution: Heritage Hotels, Bed & Breakfasts and Dude Ranches
- Museums, Historic Town Visitor Bureaus, Specialty Stores
- Special and Sponsored Events

ONLINE ADVERTISING

TrueWestMagazine.com exceeds 400,000 page views and is frequented by more than 150,000 unique visitors every month. Research shows there is only a 35% crossover between print and web followers. This audience, although similar in interest, is a powerful new set of eyes seeking the same great information and advertising the print magazine offers, only this time to an audience of Internet savvy enthusiasts.

- 150,000 unique visitor each month (Source: GA, 10/22)
- 400,000 page views each month (Source: GA, 10/22)
- A totally different audience from print
- Internet savvy and hungry for information pertaining to our Western culture

NATIVE ADVERTISING AND SOCIAL MEDIA PROMOTIONS

Let *True West* help design your Native and Social Media campaign to reach our online audience. These ad programs put you face-to-face with the editorial experts at True West who will develop and help write and produce your campaigns. We know our audience and we will guide your campaigns to best fit our reader's desires.

- Native Content Campaigns
- Native Video Production
- Social Media Push Campaigns
- Custom Email Campaigns



What's Inside

True West delivers a treasure trove of content that our readers heartily consume from cover-to-cover. From history enthusiasts to those living a Western lifestyle, readers enjoy *True West* pages filled each month by an editorial team of historians and experts led by Executive Editor Bob Boze Bell. That's why the readers of *True West* are so dedicated. They never miss an issue, and their confidence in our efforts ensures they will always let us know what they like and don't like.

Classic Gunfights: Our most popular feature is fast-paced and rich in detail, with maps by Gus Walker, artwork by Bob Boze Bell.

Ask the Marshall: Arizona's official state historian, Marshall Trimble, answers readers' questions about the Old West.

Investigating History: Mark Boardman champions the ongoing research into our Old West icons, places and episodes.

Shooting From the Hip: Noted gun historian and Hollywood firearms expert Phil Spangenberg writes about guns of the historical West.

Frontier Fare: Wyatt Earp ate Salmon Baked a la Richelieu, a delicacy that is among the classic recipes shared by food historian Sherry Monahan.

Renegade Roads taps into Western travel with writers who can point out the historical sites and talk serious barbecue at the same time.

True Western Towns provides an insider's perspective on historic Western towns, including any town that wins our annual "True Western Towns" award.

Westerns: Henry C. Parke reviews recent Western movies and TV shows, including those in the works, and the classics of yesteryear.

Western Books reviews the latest noteworthy releases in Western fiction and nonfiction.

Collecting the West shares American West treasures of art, cowboy gear and memorabilia sold at prestigious auctions.

Old West Savivors: Jana Bommersbach celebrates those who rescue our cultural and physical resources, and maintain important ties to our past.

What History Has Taught Me: Invigorating, witty and informative insights into the best minds in the history biz. You'll read first hand what makes our best historians, writers, artists and movers and shakers tick.

Editorial Calendar & Ad Planner

In addition to the diversified departments and features in every issue, *True West* also has a few reader favorites that cover some of our most popular subjects. These special issues also get targeted distribution and offer advertisers an opportunity to show off their wares in colorful and highly sought-after special editions.

Special Features	Ad Close	Mailed	On Sale	Special Features	Ad Close	Mailed	On Sale
January 2023	11/28/22	12/13/22	1/3/23	July/August 2023	5/29/23	6/12/23	7/4/23
Best of the West				Towns to Hang Your Hat In/Annual Historic Trains			
February/March 2023	1/9/23	1/23/23	2/14/23	September 2023	7/3/23	7/17/23	8/8/23
Top Western Towns				Top Western Museums - Cooperative Museum Ad Section			
April 2023	2/13/23	2/28/23	3/21/23	October 2023	8/7/23	8/21/23	9/12/23
Annual Travel Issue - Cooperative Museum Ad Section				Western Art			
May 2023	3/20/23	4/3/23	4/25/23	November 2023	9/11/23	9/25/23	10/17/23
Historic Hotels, Saloons and Getaways				Your Bookshelf; Plus Classic Firearms			
June 2023	4/24/23	5/8/23	5/30/23	December 2023	10/16/23	10/30/23	11/21/23
Historic Scenic Highways				The Ultimate Historic Travel Guide			

TOP WESTERN TOWNS

Another invaluable *True West* Collector's Edition covering America's Top Western Towns, as seen through the eyes of the *True West* editorial team.
February/March 2023



COLLECTOR'S EDITIONS

BEST OF THE WEST
Complementing *True West's* inspirational stories of the past and present, our Annual Best of the West announces the winners of our "Best of the West" award and provides our readers with a detailed directory of our loyal advertisers.
January 2023



HERITAGE TRAVEL

One of our most popular collector's editions is our Annual Heritage Travel issue. We cover the towns and the routes to heritage travel destinations that our readers relish and use to plan their summer vacations.
April 2023





2023 Print Advertising Rates and Specs

Color	1x	3x	6x	10x
Full Page	\$3733	\$3344	\$3210	\$2995
2/3 Page	2598	2369	2253	2091
1/2 Page	2226	2035	1914	1740
1/3 Page	1474	1285	1234	1106
1/6 Page	823	711	683	617

Trading Post

Jumbo	544	477	450	389
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Covers

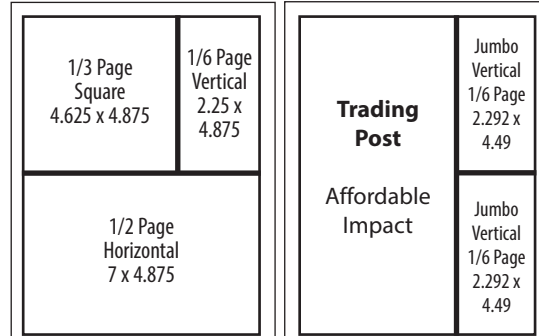
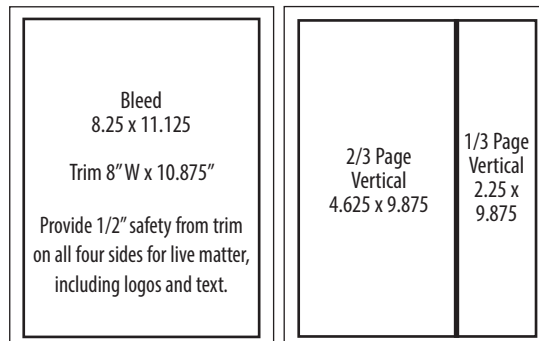
Back Cover	4730	4307	4128	3906
Inside Front Cover	3938	3561	3410	3249
Inside Back Cover	3789	3450	3293	3110

Ad rates are NET.
Special promotion and insert rates available upon request.

PUBLICATION AND CLOSING SCHEDULE

ISSUE	Ad CLOSE	MATERIALS DUE	MAILED	ON SALE
Best of the West	Nov 28	Nov 28	Dec 13	Jan 3
Feb/Mar	Jan 9	Jan 9	Jan 23	Feb 14
April	Feb 13	Feb 13	Feb 28	Mar 21
May	Mar 20	Mar 20	Apr 3	Apr 25
June	Apr 24	Apr 24	May 8	May 30
July/Aug	May 29	May 29	June 12	July 4
September	July 3	July 3	Jul 17	Aug 8
October	Aug 7	Aug 7	Aug 21	Sept 12
November	Sept 11	Sept 11	Sept 25	Oct 17
December	Oct 16	Oct 16	Oct 30	Nov 21

← Spread 16.25 x 11.125 →



Build Ads

We can build your ad. Let us advise you, get us your high-resolution materials, and let our experts make you an ad that works. Call and ask us how.

Build Ad Fees

10% of contracted rate for specified ad size. Changes to ad will be billed at 5% of contracted ad rate.

Position Premium Charges

- Page 1 +20%
- Opposite TOC or Masthead +15%
- Other Special Positions +10%
- Full Bleeds no charge
- Spreads -5%

True West Magazine is 100% color and digitally produced. We require all ad materials be submitted in a digital color format.

- ♦ 300 ppi ♦ CMYK
- ♦ Embed fonts and graphics

Full-page bleed dimensions must provide 1/8" trim on all four sides and a 1/2" safety from trim on all four sides for live matter. Use safety size 8.25" x 11.125" for bleed pages.

TRIM SIZE: 8" W x 10.875" H





2023 Digital & Social Media Advertising Rates

ONLINE BANNER ADVERTISING

TRUE WEST offers two IAB compliant positions on every web page:

Maxi Leaderboard - Size: 970 x 250
 Rotated equally on all pages
 Rate: 1X: \$750, 3X: \$725, 6X: \$700, 10X: \$675

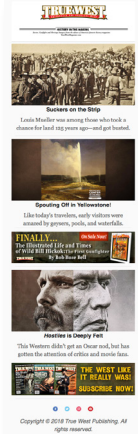
Filmstrip - Size: 300 x 600
 Rotated equally on all pages
 Rate: 1X: \$650, 3X: \$625, 6X: \$600, 10X: \$575

- SOV - Limited to six rotating ads in each position
- Delivering an average of 30,000 ad impressions per month
- Average Unique Visitors—150,000
- Average Page Views—400,000

BANNER ADVERTISING



E-NEWSLETTER



E-NEWSLETTER CAMPAIGNS

Go directly to our source of opt-in Newsletter Subscribers

- Two ad positions available weekly (970 x 250) - \$15 per 1000
- Content-driven campaigns - Home Page Takeover, Native Inclusion, Social Media Promotions - Eblast included in these promotions
- Exclusive Sponsor Content E-blasts - \$35 per 1000 - Includes up to 3 images

NATIVE FEATURE PACKAGE: \$1250

The TRUE WEST NATIVE PACKAGE features a home page blog entry that links to a content article landing page about the advertiser/product. The home page entry premieres on a Monday morning in the first row of our Home Page Blog section. The Native campaign is then enacted with a Premium Social Media Push that includes posts on Facebook, Twitter and Instagram. The article is simultaneously included in that week's email newsletter, sent to more than 54,000 email subscribers.

The Native Inclusion runs the course of one week, beginning on a Monday, with the Article remaining in the TRUE WEST website archive indefinitely. Images cannot contain logos or promotional text. TRUE WEST will add a "sponsored by" logo to the home page image.

SOCIAL MEDIA PROMOTIONS: \$995

One (1) Facebook post - One (1) Twitter post - One (1) Instagram post - Inclusion item in True West E-Blast

Post item will be placed on the TRUE WEST Facebook, Twitter and Instagram channels. The same post will be incorporated into our weekly E-blast that goes out to more than 54,000 email subscribers.

IMAGE: We require a 72dpi image no smaller than 960 x 960 pixels. No text or contact information should appear on the image. A brand logo can be placed on the image.

COPY: We will need a brief paragraph that describes your brand and promotion. Our social media editor will write the post based on best practices using the information you provide. You will need to provide the link.

EMAIL NEWSLETTER: 54,000+ DOUBLE OPT-IN SUBSCRIBERS

Written by the editors, the weekly True West Dispatch newsletters are double opt-in extensions of the magazine, giving advertisers access to True West's most engaged readers. Featuring a variety of original content, these newsletters are welcome sights in email inboxes across the country.

EMAIL BANNER AD

• 970x250 Banner Ads
 Two Postions Available
 Weekly & Bi-Weekly Editions

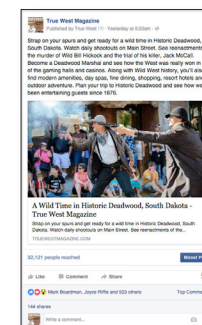
\$15 per thousand (\$810)

SPONSORED EMAIL

• Exclusive Sponsored Email
 Newsletters fully dedicated
 to your brand.

\$35 per thousand (\$1890)

All materials should be sent to your True West Advertising Brand Representative.





A MATCH MADE IN HEAVEN: PRINT + DIGITAL

In today's fast-changing marketing environment, it is critical for advertisers and brands to connect with the total audience of media companies like TRUE WEST. Our Digital Pro and Brand Builder package plans do just that. Let True West build a campaign that fits!

A SOCIAL MEDIA POWERHOUSE

Truewestmagazine.com is a must-visit destination for readers and western history aficionados who want to get everything they love about the magazine, and more, delivered daily. Updated constantly with original and refreshed content by a team of in-house editors and online bloggers, Truewestmagazine.com invites its audience to connect with what matters to them: True West History.

TRUE WEST's social media channels, including Facebook, Pinterest, Instagram and Twitter, are the main source for visitors to truewestmagazine.com. Whenever new content is posted to the website, a complete social media "funnel" campaign is enacted with the primary purpose of driving our audience back to Truewestmagazine.com.

This means your banner ads and Native campaigns get the attention they deserve with thousands of new and returning visitors each and every day, who, at the same time, are engaging with your brand on the very social media channels we use to drive traffic.

Digital Pro 1

\$1895

30 Day
Digital & Print Campaign

THIRD PAGE PACKAGE

Digital Pro 1

- Third Page Print Ad
True West Magazine
- 30 day banner ad campaign
twmag.com
Filmstrip Banner 300x600
or
Maxi Leader Board 970x250
- 1 Premium Social Media
Campaign - Facebook,
Pinterest, Twitter, Instagram,
and E-Blast

\$1895

Digital Pro 2

\$3395

30 Day
Digital & Print Campaign

HALF PAGE PACKAGE

Digital Pro 2

- Half Page Print Ad
True West Magazine
- 30 day banner ad campaign
twmag.com
Filmstrip Banner 300x600
or
Maxi Leader Board 970x250
- 1 Premium Social Media
Campaign - Facebook,
Pinterest, Twitter, Instagram,
and E-Blast
- 1 Native Content Campaign
Sponsored content article
+Premium Social Media
Campaign

\$3395

Brand Builder

\$4395

30 Day
Digital & Print Campaign

FULL PAGE PACKAGE

Brand Builder

- Full Page Print Ad
True West Magazine
- 30 day banner ad campaign
twmag.com
Filmstrip Banner 300x600
or
Maxi Leader Board 970x250
- 1 Premium Social Media
Campaigns - Facebook,
Pinterest, Twitter, Instagram,
and E-Blast
- 1 Native Content Campaign
Sponsored content article
+Premium Social Media
Campaign

\$4395



A DIGITAL ONLY APPROACH

If a **digital only** approach to advertising is your main focus, let TRUE WEST put together a plan to meet your goals.

You provide the banner ads and let TRUE WEST build the social media creative. We will need images and product or company descriptions and we will write tag lines and copy and select images that we feel have the best chances at success. Let our experienced social media team do the work!

TRUE WEST editors have committed to creating deeper social engagement and conversation with our social media audience. This dedicated effort to deliver content that resonates is driving impressive interaction, and these social platforms deliver 68% of all traffic to Truwestmagazine.com.

With our Social Media Campaigns, we put your brand and products in front of an extremely large and engaged audience of people who love what our platform has to offer.

SOCIAL MEDIA PROWESS

FACEBOOK: 336,000

- Our #1 referring domain; accounts for 50% of traffic to truwestmagazine.com
- 1 million monthly engagements

PINTEREST: 19,200

- 3.2 million monthly viewers
- Accounts for 5% of all unique visitor traffic to truwestmagazine.com

TWITTER: 8,705

- TRUE WEST averaged 41,680 monthly Tweet Impressions in 2020.

INSTAGRAM: 44,000

- Popular posts on Instagram receive between 5,000 and 10,000 impressions and reach 4,000 to 12,000 followers on average.

Digital Prime 1

\$895

Billed Monthly

30 DAY PLAN

Digital Prime 1

- 30 day banner ad campaign twmag.com
Filmstrip Banner 300x600
or
Maxi Leader Board 970x250
- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and E-Blast

\$895

Digital Prime 2

\$1795

Billed Monthly

30 DAY PLAN

Digital Prime 2

- 30 day banner ad campaign twmag.com
Filmstrip Banner 300x600
or
Maxi Leader Board 970x250
- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and E-Blast
- 1 Native Content Campaign
Sponsored content article
+Premium Social Media Campaign

\$1795

Digital Prime 3

\$2295

Billed Monthly

30 DAY PLAN

Digital Prime 3

- 30 day double banner ad campaign twmag.com
Filmstrip Banner 300x600
AND
Maxi Leader Board 970x250
- 1 Premium Social Media Campaign - Facebook, Pinterest, Twitter, Instagram, and E-Blast
- 1 Native Content Campaign
Sponsored content article
+Premium Social Media Campaign

\$2295



Information & Advertising Policies

ADVERTISING POLICIES

- Until credit is established, all customer orders must be accompanied with payment. We accept most major credit cards, checks or money orders.
- *True West* will insert a previously-run ad if a contracted advertiser does not submit a new ad by the ad close deadline.
- Placement: *True West* will make every effort to comply with placement requests, but will not guarantee placement location if it conflicts with the editorial integrity of the magazine.
- Balances past due will be assessed a 1.5% monthly fee (not to exceed 18% per year). Balances more than 120 days past due will be turned over for collection and the debtor will be liable for all costs accrued by the collection process. Advertisers who have taken over 90 days to pay for an ad must prepay all future ads.
- Publisher reserves the right to reject any ad for any reason at any time. All ads are subject to Publisher's approval.
- Advertisers and their agencies are solely responsible for the contents and claims of their advertisements.
- No cancellations will be accepted after deadline. Cancellations must be received in writing on or before deadline.
- Frequency discounts are earned within a ten-issue period. Advertisers with contracts will be billed at contract rate. Those who fail to fulfill their contract within the twelve-month term will be charged back the difference between earned and contracted rate.
- Unless requested in writing, electronic files will be stored for six months and then destroyed.

MECHANICAL DATA

Magazine trim size is 8" x 10.875"

Full-Page Bleed size is 8.25" x 11.125"

Two-Page Spread Bleed size is 16.25" x 11.125"

Full-page bleed dimensions must provide 1/8" trim on all four sides and a 1/4" safety on all four sides for live matter.

All ads must be submitted digitally as high-resolution PDF or TIFF files.

Other file formats are not acceptable.

- ♦ 300 ppi
- ♦ CMYK
- ♦ All fonts and placed graphics embedded
- ♦ Total ink density of 300

Files should be emailed to your True West Advertising Advertising Rep. Due to the inconsistency of computer monitors, *True West* can not guarantee the colors you see on your screen will reproduce accurately on press.

IF YOU NEED HELP

Ad design services are available upon request—supply text and images along with a suggested layout. Materials must be received prior to ad close date.

Build Ad Fees: 10% of contracted rate for specified ad size. Changes to ad will be billed at 5% of contracted ad rate.

For technical questions, contact Robert Ray at 888-687-1881 or proman@twmag.com

Regional Advertising Managers

Sheri Jensen

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623-810-0194

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