

PARTNER UP AND PRESERVE THE WEST.



888-687-1881

## 2008 TRUE WEST READER PROFILE

**Median Age:** 49

**Male/Female:** 80% / 20%

**Median HHI:** \$98,500

**Education:** 68% attended/graduated college

***True West* readers are committed and loyal:**

68% are subscribers  
45% have been subscribing for 4+ years  
60% collect True West

***True West* readers who always read the following departments:**

77% Classic Gunfights  
74% Ask the Marshall  
71% Westerns  
71% What History Has Taught Me  
65% Collecting the West  
59% Preservation  
59% Renegade Roads  
59% Book Reviews  
58% Shooting from the Hip  
56% DVD Reviews  
54% Old West Saviors  
51% Boggs Unleashed  
49% Trail Rider

**Time spent reading each issue:** 3 hours

**Actions as the result of reading *True West*:**

65% visited an advertiser's website  
51% made a purchase based on an ad  
43% clipped an ad and saved for reference  
41% requested information on advertised products/services  
28% recommended advertised products to a friend/relative  
22% visited a store to look for advertised products/services

### **LIFESTYLE**

***True West* readers are on the go:**

85% plan to take a vacation in the next year  
81% plan to visit a historic Western site  
71% plan to visit a Western museum  
55% plan to attend a Western event  
32% plan to visit a Western art gallery  
16% plan to take a train trip  
14% plan to visit a Western theme park

***True West* readers enjoy the following:**

84% Western movies  
57% gun shows  
46% Western festivals  
45% rodeos  
39% re-enactments  
31% Western music concerts  
28% Western art and memorabilia auctions  
25% horse events  
17% cowboy poetry gatherings

***True West* readers are willing to travel to events:**

26% up to 100 miles  
32% 100-250 miles  
14% 250-500 miles  
28% 500+ miles

***True West* readers travel all year long:**

48% spring  
60% summer  
44% fall  
13% winter

***True West* readers enjoy the following outdoor activities:**

68% camping  
53% fishing  
48% hunting  
42% riding horses

***True West* readers enjoy the following music:**

75% country  
64% Western  
49% bluegrass  
31% Native American  
31% folk  
27% honky-tonk  
23% Americana

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### **LIFESTYLE continued**

**True West** readers are interested in the total Western lifestyle experience and also read the following:

- 49% *Wild West*
- 45% *Cowboys & Indians*
- 34% *American Cowboy*
- 24% *Shoot!*
- 23% *Western Horseman*
- 19% *Cowboy Chronicle*

### **SHOPPING/PURCHASE ACTIVITIES:**

**True West** readers own the following:

- 92% home
- 26% land
- 11% farm
- 10% vacation home
- 4% ranch

**True West** readers plan to purchase the following in the next year:

- 56% land
- 33% home
- 14% vacation home
- 9% ranch
- 8% farm

**True West** readers plan to purchase/lease the following in the next year:

- 50% truck
- 31% SUV
- 30% car
- 10% horse trailer
- 8% RV
- 6% ATV

**True West** readers plan to purchase the following apparel/accessories in the next year:

- 56% contemporary Western clothing
- 55% Western boots
- 50% Western hats
- 40% Western/Native American jewelry
- 39% Western belts or buckles
- 39% classic period clothing
- 29% re-enactment clothing

**True West** readers plan to purchase the following home furnishings in the next year:

- 64% Western memorabilia
- 45% Western art or sculptures
- 44% Western décor accents
- 26% Western furniture
- 15% Western lighting
- 12% antique appliances

**True West** readers plan to purchase the following firearms/knives in the next year:

- 61% handgun
- 44% rifle
- 38% knife
- 32% collectible firearm
- 32% shotgun
- 14% collectible knife

**True West** readers are good customers for Western books and DVDs:

- 70% have purchased/read a book as the result of a review in *True West*
- 90% plan to purchase Western books in the next year
- 67% have purchased/rented a DVD as the result of a review in *True West*
- 88% plan to purchase/rent Western DVDs in the next year

### **DISTRIBUTION/TOTAL READERSHIP**

50,000 copies through subscriptions, national newsstand outlets, event distribution and special promotions for a total readership of 200,000 (4 readers per copy).