

PARTNER UP AND PRESERVE THE WEST.



888-687-1881

TRUE WEST READER PROFILE

Turning Our Passion into Your Sales!

Median Age: 49

Male: 80%, **Female:** 20% • **Married:** 78%, **Single:** 22%

Education: 53% attended/graduated college; 17% post-graduate degree

Median HHI: \$99,600

True West readers are committed and loyal:

73% subscribe to *True West*

(average length of time subscribing—7 years)

60% collect *True West*

True West readers always read the following departments:

77% Classic Gunfights

72% Ask the Marshall

68% Westerns

68% What History Has Taught Me

62% Collecting the West

57% Book Reviews

57% DVD Reviews

56% Preservation

54% Shooting From the Hip

53% Frontier Doc

52% Renegade Roads

48% Old West Savors

46% Frontier Fare

45% Boggs Unleashed

44% Trail Rider

43% Westward Home

Time spent reading each issue: 3.25 hours

Actions as the result of reading *True West*:

57% visited an advertiser's website

48% made a purchase based on an ad

39% requested information on advertised products/services

31% recommended advertised products to a friend/relative

28% visited a store to look for advertised products/services

LIFESTYLE

True West readers are on the go:

83% plan to take a vacation in the next year

79% plan to visit a historic Western site

67% plan to visit a Western museum
(33% belong to a Western museum)

53% plan to attend a Western event

36% plan to visit a Western art gallery

34% plan to attend a cowboy shooting event

15% plan to take a train trip

14% plan to visit a Western theme park

True West readers enjoy the following:

77% Western movies

55% gun shows

(65% members of NRA; 41% members of SASS)

46% Western festivals

42% rodeos

32% re-enactments

31% Western music concerts

23% horse events

19% Western art and memorabilia auctions

13% cowboy poetry gatherings

True West readers are willing to travel to events:

30% up to 100 miles

30% 100-250 miles

16% 250-500 miles

24% 500+ miles

True West readers travel all year long:

54% spring

62% summer

45% fall

14% winter

True West readers engage in the following outdoor activities:

49% camping

49% fishing

46% hiking

40% hunting

34% horseback riding

25% trail riding

True West readers enjoy the following music:

77% Country

73% Western

42% Bluegrass

30% Folk

28% American Indian

26% Honky-tonk

21% Americana

15% Alt-country

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LIFESTYLE continued

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

- 52% *Wild West*
- 44% *Cowboys & Indians*
- 33% *American Cowboy*
- 22% *Cowboy Chronicle*
- 17% *Western Horseman*

SHOPPING/PURCHASE ACTIVITIES:

True West readers own the following:

- 95% home
- 27% land
- 17% farm/ranch
- 9% vacation home

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

- 49% land
- 33% home
- 18% vacation home
- 11% ranch/farm

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

- 60% truck
- 35% SUV
- 15% RV
- 13% ATV
- 11% horse trailer

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

- 56% Western boots
- 52% Western hats
- 50% contemporary Western clothing
- 47% Western belts or buckles
- 38% classic period clothing
- 35% Western/American Indian jewelry
- 30% re-enactment clothing

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

- 71% Western memorabilia
- 56% Western art or sculptures
- 53% Western décor accessories
- 27% Western furniture
- 12% Western lighting
- 11% antique appliances

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

- 67% handgun
- 51% rifle
- 39% shotgun
- 36% knife
- 34% collectible firearm
- 19% collectible knife

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

- 69% have purchased/read a book as the result of a review in *True West*
- 88% plan to purchase Western books in the next year
- 63% have purchased/rented a DVD as the result of a review in *True West*
- 87% plan to purchase/rent Western DVDs in the next year

True West readers shop:

- 75% at a retail store
- 53% online
- 48% from a catalog

DISTRIBUTION/TOTAL READERSHIP

43,000 copies through subscriptions, national newsstand outlets, event distribution and special promotions for a total readership of 215,000 (5 readers per copy).