

2023

DIGITAL MEDIA KIT



COWBOY LIFESTYLE
NETWORK

A few words about Cowboy Lifestyle Network

Cowboy Lifestyle Network is leading the way by using peer and influencer driven communities to drive sales, brand awareness and brand loyalty.



We really feel blessed for the success our clients are having...

The Cowboy Lifestyle Network (CLN) was founded in 2010 by the O'Donnell brothers after they discovered rural communities had limited resources to connect individuals, information, brands, products and services with any lasting or growing success.

CLN began linking current technology with a proprietary method of blending traditional messaging and data harvesting with a strategic use of social media channeling, peer community influencing and natural language processing.

The CLN methodology is perfecting consumer-messaging, accelerating sales, geo-targeting, increasing brand awareness, intelligent listening, driving conversations, improving brand image and growing sustainable brand loyalty.

It's more than a Rodeo Community:

It's a Lifestyle

Our authentic approach coupled with relevant technology, messaging, purpose, a plan, strategy and sound implementation has opened the door for Cowboy Lifestyle to lead the way in connecting the individual to the brand.



01

How large is the rural/western community?

On Facebook alone, over **200** million users have self-identified with Cowboy Lifestyle and the western community. **Approximately 97% of the United States land area belongs to rural counties, and 60 million people reside in these areas.**

02

Does the individual within the rural/western lifestyle spend?

The community has lower housing costs for those paying a mortgage. Further 44% of the rural community own their homes "free and clear" from a mortgage.

Rural homeowners under age 25 had a median household income 18% higher than their urban counterparts. Similarly, rural households with a householder ages 25 to 44 had a median household income of \$59,328 versus \$58,915 for those in urban areas.

03

Will purchasing power continue?

71% of rural residents of prime-age workers – those 25 to 54 years old, are employed. Hard work and longevity on the job are hallmarks supporting brand loyalty and consistency within the Cowboy Lifestyle sphere of influence.



84,000

AVG. MONTHLY
UNIQUE VISITORS



153,000

AVG. MONTHLY
PAGE VIEWS

1m 38s

AVG. SESSION
DURATION



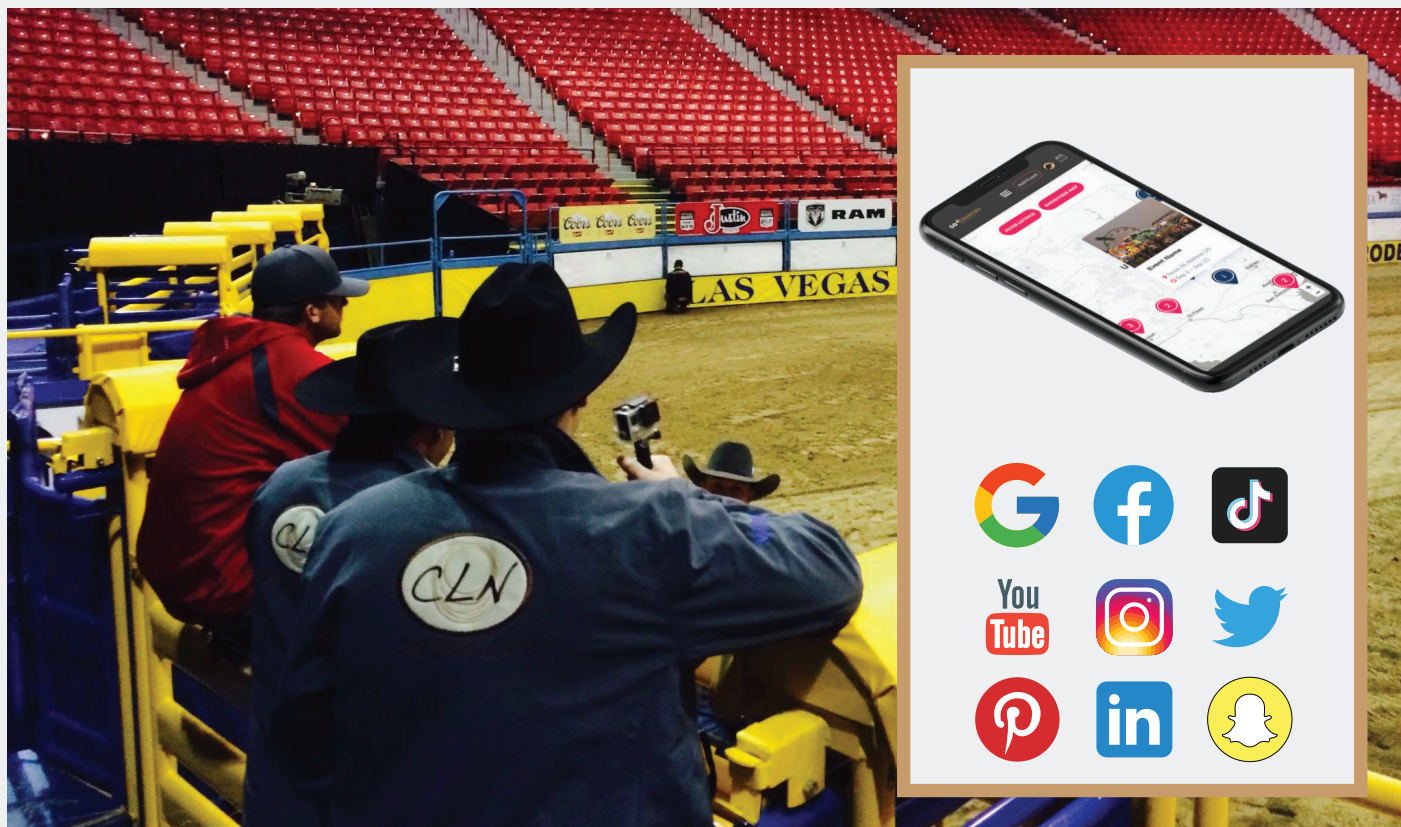
0.04 - 0.30%

AVG. WEBSITE BANNER CTR



65%

AVG. MOBILE USERS



2.1M

FACEBOOK
FOLLOWERS

10M

FACEBOOK PAGE
MONTHLY REACH

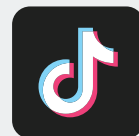


253K

INSTAGRAM
FOLLOWERS

1M

INSTAGRAM PAGE
MONTHLY REACH

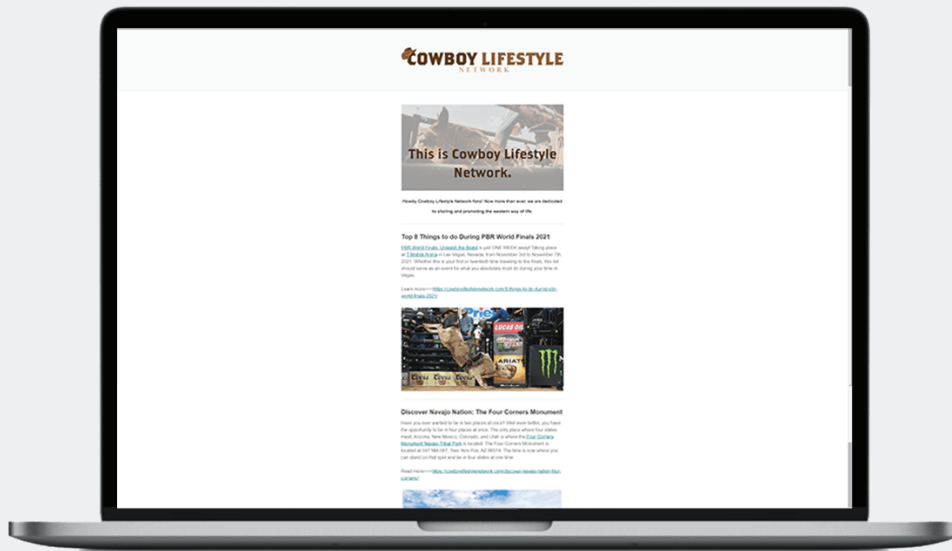


457K

TIKTOK
FOLLOWERS

7M

TIKTOK PAGE
MONTHLY REACH



6,173
MONTHLY EMAIL
SUBSCRIBERS

62%
AVG. EMAIL
OPEN RATE

46%
AVG. EMAIL CTR



Brands we've worked with FOR DIGITAL ADS



VIEW CLN CLIENT CASE STUDIES:
CLNngo.com



THANK
YOU

 **COWBOY**
LIFESTYLE
NETWORK

Your Success is Our Success!



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