



The Award-Winning Home of All Things Western

ADVERTISING & PRICING GUIDE

Calendar Year 2025

www.saddlebagdispatches.com

2401 Beth Lane, Bentonville, AR 72712

INTRODUCTION

”*Westerns are at the heart of the American story. Brave men and women from all walks of life challenging the wild frontier for a chance to find and be more than they were. What could possibly be more relevant to us in today's world?*”

DUSTY RICHARDS
Saddlebag Dispatches Co-Founder
& New York Times Bestselling Western Author

Saddlebag Dispatches is an award-winning Western interest magazine dedicated to preserving the legacy and spirit of the American West while embracing its ever-evolving future. Published three times a year, we deliver a rich and diverse mix of content—from gripping Western fiction and evocative cowboy poetry to in-depth historical features, celebrity interviews, and cultural explorations of the West. Our pages celebrate everything from the legends of the frontier to modern-day cowboys, Western film and television, Country & Western music, Native American heritage, and even the finest Western spirits and cocktails.

We believe that the Western isn't just a genre—it's a way of life. That's why our mission is twofold: to honor the great Western storytellers of the past while championing the voices that will carry the tradition forward. We publish both emerging and established writers who capture the timeless themes of freedom, survival, and adventure—whether their stories unfold on dusty cattle trails or along a lonely highway stretching beyond the horizon. If it embodies the spirit of the West, it belongs in **Saddlebag Dispatches**.

For our advertisers and partners, **Saddlebag Dispatches** offers a direct connection to a passionate, loyal, and engaged audience. Our readers aren't just casual fans; they live and breathe the Western lifestyle, seeking out authentic stories, experiences, and products that align with their deep-rooted love of the frontier. With a rapidly growing readership spanning print and digital platforms, we provide the perfect opportunity to reach a dedicated community that values tradition, craftsmanship, and the enduring spirit of the West.



ABOUT US

Founded in 2014 by legendary Western author **Dusty Richards** and publisher/graphic designer **Casey W. Cowan**, **Saddlebag Dispatches** is an award-winning Western interest magazine dedicated to keeping the spirit of the West alive. We feature the best in Western fiction, cowboy poetry, history, travel, music, culture, and more.

Keeping the Spirit of the American Frontier Alive and Well

At **Saddlebag Dispatches**, we champion both the legends of Western storytelling and the next generation of frontier voices. Our pages have been home to first-time authors in the genre, as well as seasoned storytellers whose names grace the *New York Times* bestseller list. Whether it's a fresh perspective on the untamed West or a classic tale of grit and survival, we take pride in giving writers a place to bring the frontier to life. Our commitment to excellence has been recognized across the industry. Works published in **Saddlebag Dispatches** have earned some of the most prestigious honors in Western literature, including the Will Rogers Medallion, Western Fictioneers Peacemaker Award, the Women Writing the West Downing Journalism Award, and the Western Writers of America Spur Award. These accolades reflect our dedication not only to preserving the Western tradition but also to pushing its boundaries, ensuring the genre remains vibrant and relevant for generations to come.

Celebrating Western Storytellers

We provide a platform for new talent to break into the industry while honoring the legacy of the greats who have helped to shape the genre.

Honoring the Many Voices of the West

The story of the American West is as vast and varied as the land itself. We are committed to showcasing the full range of Western storytelling, featuring perspectives from women, Native Americans, Black, Latino, and other historically underrepresented voices. By embracing authentic, compelling narratives, we ensure that the Western genre continues to thrive and reflect the richness of its history.



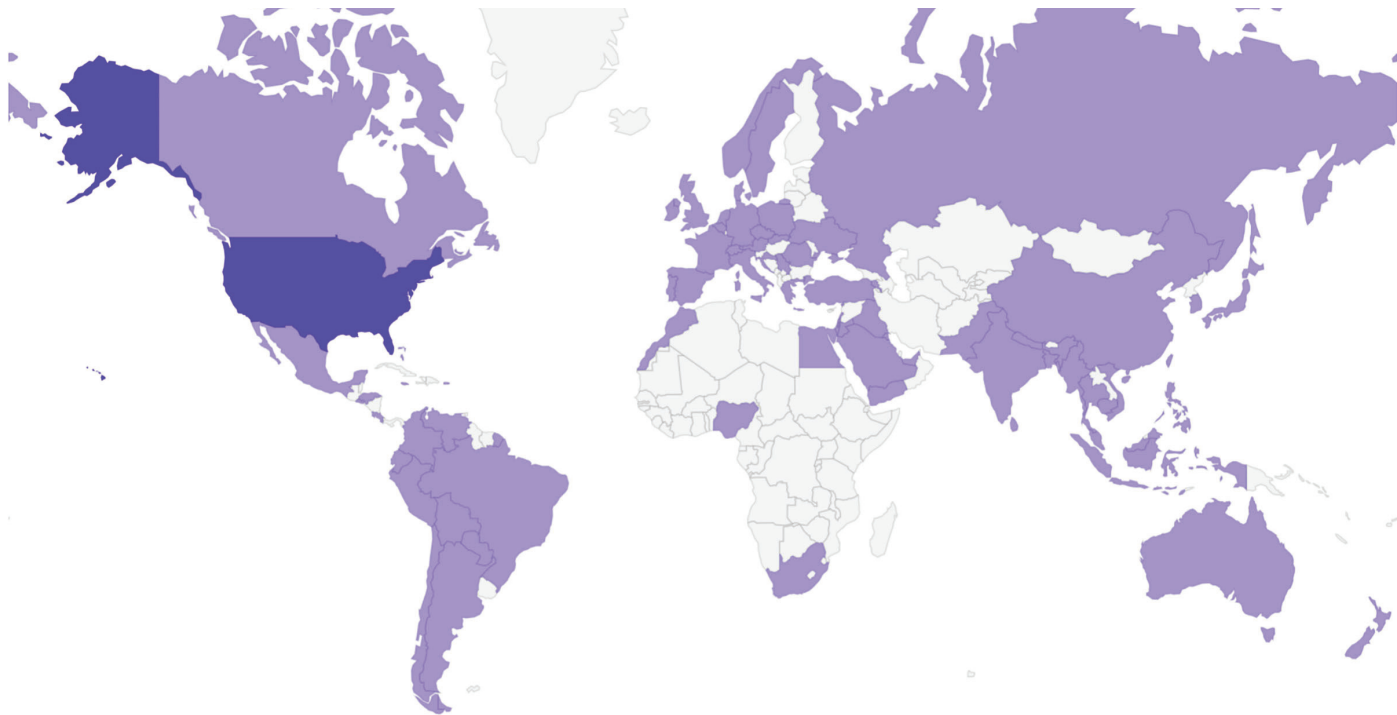
GLOBAL REACH

As an advertiser, **Saddlebag Dispatches** can help you reach a dedicated and passionate audience of Western enthusiasts worldwide. Whether you’re an author, publisher, brand, or business looking to connect with lovers of the Western lifestyle, we offer premium advertising and sponsorship opportunities tailored to meet a global audience.

A Worldwide Audience

Western fiction isn’t just an American passion—it’s a global phenomenon. From Japan to Spain, Germany to Brazil, devoted fans continue to embrace the myths and legends of the Old West. This international enthusiasm ensures the genre’s lasting appeal, reaching readers across borders through film, television, literature, and digital media.

The resurgence of the Western genre in the 21st century has only strengthened its global presence. Critically acclaimed films such as **3:10 to Yuma** (2007), **No Country for Old Men** (2007), **True Grit** (2010), **The Revenant** (2015), **Hostiles** (2017), and **News of the World** (2020) have reintroduced the Western to new audiences. Meanwhile, television series like **Deadwood**, **Justified**, **Godless**, **Yellowstone**, **1883**, **Hell on Wheels**, and **Longmire** have captivated viewers across different cultures.



Our global readership spans across the world, with readers from every continent. The purple markers on the map highlight countries where we have dedicated Western enthusiasts, reflecting our international reach and the widespread appeal of our magazine.

Western fiction’s international reach isn’t just about entertainment—it’s about heritage, adventure, and storytelling that transcends borders. As the genre evolves, so does its audience, blending traditional frontier themes with fresh perspectives that resonate with fans across the world.

LASTING IMPACT

The Western genre has stood the test of time, captivating audiences for generations with its timeless themes of adventure, survival, and justice. While its popularity has ebbed and flowed, the genre remains a powerful cultural force, inspiring dedicated fans who celebrate its legacy through literature, film, television, and immersive experiences. Today’s Western audience is more than just a readership—it’s a passionate community that actively engages with the history, mythology, and evolving storytelling of the American frontier.

A Dedicated and Engaged Western Audience

According to a **True West** Magazine survey, today’s Western readers are highly engaged and dedicated to preserving the history, culture, and mythology of the Old West.

- **Median household income:** \$82,000
- **Median age:** 60
- **Gender breakdown:** 78% men, 22% women
- **Marital status:** 77% married
- **Education:** 62% attended or graduated college, 29% hold post-graduate degrees

These readers are more than just fans—they are historians, collectors, and Western lifestyle enthusiasts. As **True West** describes, they “*seek to go beyond the standard knowledge base of the Old West, diving deeper into the myths and lore surrounding its history, locations, and legendary figures.*”

A Lifestyle, Not Just a Genre

- Western fans engage deeply with all aspects of the genre:
- 98% regularly watch Western movies and TV shows;
 - 73% actively seek out Western literature;
 - 64% browse bookstores, streaming platforms, and online retailers specifically for Western titles.

- Heritage travel is also a key part of their passion:
- 87% visited historic Western destinations in the past year, including museums, festivals, rodeos, reenactments, and Old West shooting competitions;
 - 83% plan additional Western-themed travel in the next 12 months.

The Next Generation of Westerns

While the traditional core audience remains strong, the Western is evolving to attract a new generation of fans. Younger audiences are embracing crossover genres that merge classic Western elements with modern storytelling, including:

- Western Horror (**Bone Tomahawk**, **The Pale Door**);
- Steampunk Westerns (**Brisco County Jr.**, **Weird West**);
- Alternate History Westerns (**The Man in the High Castle**, **Westworld**);
- Western Fantasy & Sci-Fi (**Firefly**, **The Gunslinger**, **Outer Range**);

This shift signals an exciting transformation—one that ensures the Western isn’t just surviving; it’s evolving. As publishers, filmmakers, and authors continue to adapt to these trends, the genre’s lasting impact will extend far beyond the frontier.

WHY CHOOSE US

Reach a dedicated audience of Western enthusiasts through a magazine that blends the best of print and digital publishing. Our publication is a beautiful, full-color coffee table book, spanning 120–180 pages, and available for purchase on every major book retail site, including Amazon, Barnes & Noble, Books-a-Million, and Walmart for \$29.99. For maximum accessibility, we also offer a free digital edition, with all back issues available in both mobile and flipbook formats.

Expanding Digital Reach

Our digital reach continues to grow, delivering exceptional visibility for advertisers. In the month of **February 2025** alone, the latest online issue of *Saddlebag Dispatches* received:

- **Over 320,000 unique views**
- **Over 60,000 click-throughs**
- **667 downloads**
- **Average read time of 9:51 per visit**

Plus, each of our back issues averages **2,000 hits per month**, ensuring that every ad purchased continues to be seen long after its initial release.

Your Brand, Front and Center

We feature exclusive interviews with some of the biggest names in Western literature and entertainment. Past guests have included *New York Times* bestsellers **Craig Johnson**, **Reavis Z. Wortham**, and **Jodi Thomas**, as well as legendary actor **Robert Fuller**.

When you advertise with us, you're not just buying an ad—you're investing in ongoing digital visibility. Each ad continues to generate impressions long after its initial publication, ensuring ongoing brand exposure. Whether you're looking to build your brand recognition, drive traffic to your website, or boost sales, our platform ensures your message stands out in a magazine that readers trust and return to time and again.



Pay Dirt—Charles Marion Russell

INFO & 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.
- **Saddlebag Dispatches** will insert a previously-run ad if a contracted advertiser does not submit a new ad by the ad close deadline.
- Placement: **Saddlebag Dispatches** will make every effort to comply with placement requests but cannot 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.
- Advertisers and their agencies are solely responsible for the contents and claims of their advertisements.
- Cancellations will not be accepted after deadline date. Cancellations must be received in writing on or before deadline.
- Frequency discounts are earned within a six-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: 8.5" x 11"
Full-Page size: 8.625" x 11.25" (Includes Bleed)
Two-Page Spread: 17.25" x 11.25" (Includes Bleed)

All ads must be submitted digitally as high-resolution PDF, TIFF, or JPG files. Other file formats are not acceptable. Please ensure that your files reflect the following guidelines

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

Files should be e-mailed or sent via file transfer to **creative@saddlebagdispatches.com**.

Due to the inconsistency of computer monitor resolution and color calibration, **Saddlebag Dispatches** cannot 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. For technical questions, contact Art Director Casey Cowan at **creative@saddlebagdispatches.com**.



The Concord Coach—Edward Borein

COVER ADS

Premium Cover Ads for Maximum Impact

Make a lasting impression with full-color cover ads. Showcase your brand on the back cover, inside front, or inside back cover—prime locations to capture the attention of our passionate Western readers. Discounted rates are available for multi-issue ad buys, giving you greater exposure and value over time. Ask your Advertising Sales Representative for details on multi-issue contracts.

BACK COVER

BASIC \$850 1 Issue Rate	DISCOUNTED \$750 2 Issue Rate	BEST VALUE \$650 3 Issue Rate
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INSIDE FRONT COVER

BASIC \$550 1 Issue Rate	DISCOUNTED \$500 2 Issue Rate	BEST VALUE \$450 3 Issue Rate
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INSIDE BACK COVER

BASIC \$450 1 Issue Rate	DISCOUNTED \$400 2 Issue Rate	BEST VALUE \$350 3 Issue Rate
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COVER ADS

The Power of Cover Ads

Your brand deserves the best placement, and nothing captures attention like a premium cover ad. Whether on the back cover or the inside front or back covers, these high-visibility placements ensure your message is seen first and remembered longest.

Why Choose a Cover Ad?

- **Instant Exposure:** The first thing readers see when picking up the magazine—before they even turn a page.
- **Extended Impressions:** Cover ads remain visible as readers set the magazine down, share it, or revisit favorite articles.
- **Premium Placement, Premium Perception:** A cover ad elevates your brand, signaling prestige, trust, and authority in the Western community.
- **High-Quality, Full-Color Impact:** Printed on durable, high-gloss stock, your ad will pop with vibrant detail and lasting quality.

Ideal for

- **Book releases & bestsellers:** Ensure your new-release Western novel stands out.
- **Western lifestyle brands:** Get noticed by readers who live the Western way.
- **Event promotions:** Reach engaged audiences planning their next rodeo, festival, or historical reenactment.
- **Retail & online businesses:** Drive traffic to your store, site, or social media.

Exclusive Opportunity: Lock in Your Spot

Cover ads are limited and highly sought after. Reserve yours today and secure discounted rates for multi-issue ad placements!



The Defiance—Frederic Remington

INTERIOR ADS

Engaging Interior Ads For Maximum Reach

Put your message in front of dedicated Western enthusiasts with full-color, full-bleed interior ads. These high-impact placements seamlessly integrate with the magazine’s content, ensuring your brand stands out to an engaged and passionate readership. Whether you’re promoting a new book, product, or event, interior ads in *Saddlebag Dispatches* offer the perfect space to capture attention.

With a variety of sizes available, you can choose the ad placement that best suits your needs and budget. From full two-page spreads to full-page, half-page, and quarter-page options, each ad is designed to make an impact while maintaining the visual integrity of the publication. Our design team ensures that all advertisements are presented in a way that enhances the reading experience while drawing eyes to your message.

Take advantage of multi-issue discounts for even greater visibility and value. Consistent exposure over multiple issues builds brand recognition and trust among our readership. Ask your Advertising Sales Representative for details on multi-issue contracts, special rates, or non-standard ad sizing to create a customized advertising plan that works for you and/or your business.

DOUBLE TRUCK (17.25” x 11.25”)

BASIC \$750 1 Issue Rate	DISCOUNTED \$675 2 Issue Rate	BEST VALUE \$600 3 Issue Rate
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DOUBLE HALF PAGE (15.75” x 5”)

BASIC \$475 1 Issue Rate	DISCOUNTED \$425 2 Issue Rate	BEST VALUE \$375 3 Issue Rate
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INTERIOR ADS

Please note: *Saddlebag Dispatches* is a full-color publication and digitally produced. All materials are required to be submitted in digital color format. See our Info & Policies page for specific guidelines.

FULL PAGE (8.625” x 11.25”)

BASIC \$475 1 Issue Rate	DISCOUNTED \$425 2 Issue Rate	BEST VALUE \$375 3 Issue Rate
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HALF PAGE (HORIZONTAL: 6.875” x 5”) (VERTICAL: 3.25” x 9.75”)

BASIC \$250 1 Issue Rate	DISCOUNTED \$225 2 Issue Rate	BEST VALUE \$200 3 Issue Rate
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SMALL SQUARE (3.35” x 3.35”)

BASIC \$100 1 Issue Rate	DISCOUNTED \$85 2 Issue Rate	BEST VALUE \$70 3 Issue Rate
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SCHEDULES

Publication & Closing Schedules

Stay on track with our clear publishing and closing schedules. Knowing our deadlines ensures your ad appears on time, reaching the right audience at the perfect moment. Plan ahead to maximize your exposure and align with key issues. Our Creative Department is ready to answer any questions and help in any way they can.

Issue	Ad Close	Materials Due	On Sale
April	February 1	March 15	late-April
August	June 1	July 15	late-August
December	October 1	November 15	late-December



The Attack—Herman W. Hansen

OUR STAFF

Our dedicated team of editorial, design, business, and advertising professionals works tirelessly to bring you high-quality content and exceptional service. Together, we’re committed to helping you reach your audience with precision, professionalism, and creativity while upholding the highest standards of quality.



Dennis Doty
Publisher



Anthony Wood
Managing Editor



Amy Cowan
Business Manager



Don Money
Copy Editor



George “Clay” Mitchell
Features Editor



Ben Bailey
Associate Editor



Lindsay Flanagan
Advertising Sales Representative



Casey W. Cowan
Creative Director



Rachel Patterson
Advertising Sales Manager