



MEDIA KIT

Cowboy State Daily
<https://cowboystatedaily.com/>

2022 - 2023

TABLE OF CONTENTS

01 WEBSITE ANALYTICS

02 NEWSLETTER ANALYTICS

03 SOCIAL METRICS

04 ESTIMATED MARKET VALUE

05 COMPETITOR ANALYSIS

- Web
- Social Media

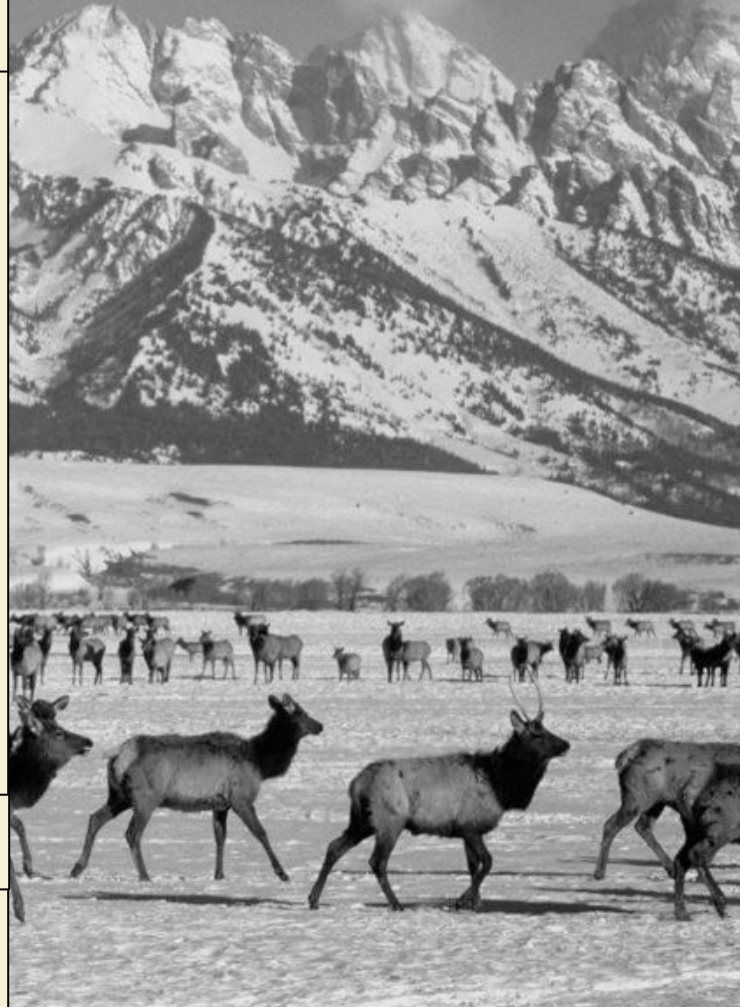


01

WEBSITE ANALYTICS

Audience Behavior Breakdown

6 Month Overview



AUDIENCE OVERVIEW



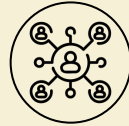
7.4M +41.8%
USERS



1.4M
28-DAY ACTIVE USERS



20.3M +92.2%
PAGEVIEWS

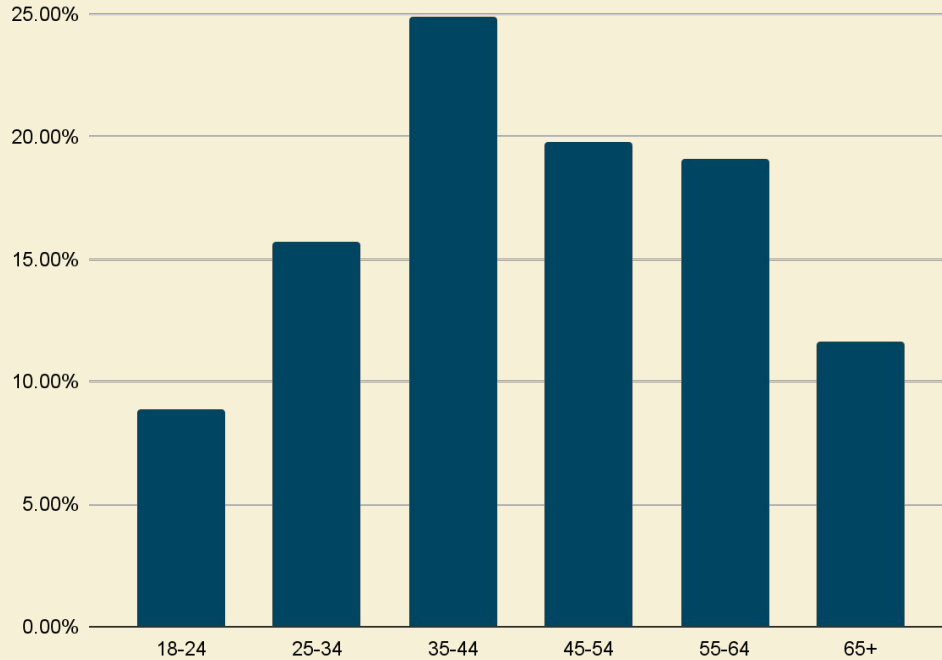


14M +60.1%
SESSIONS

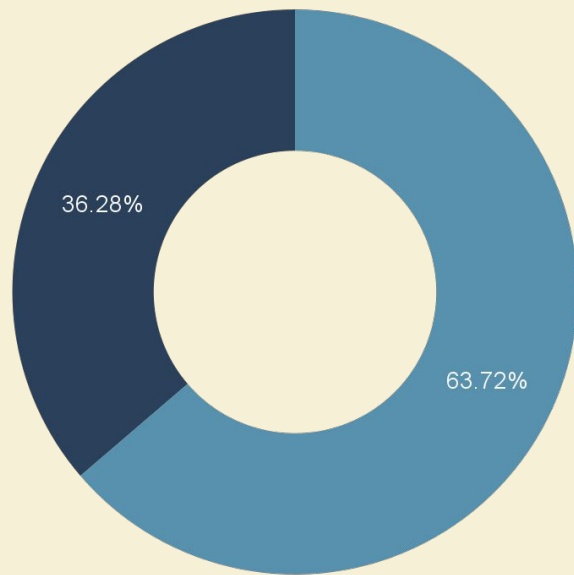


3MIN 19S +12.8%
AVERAGE TIME SPENT

AUDIENCE OVERVIEW - AGE

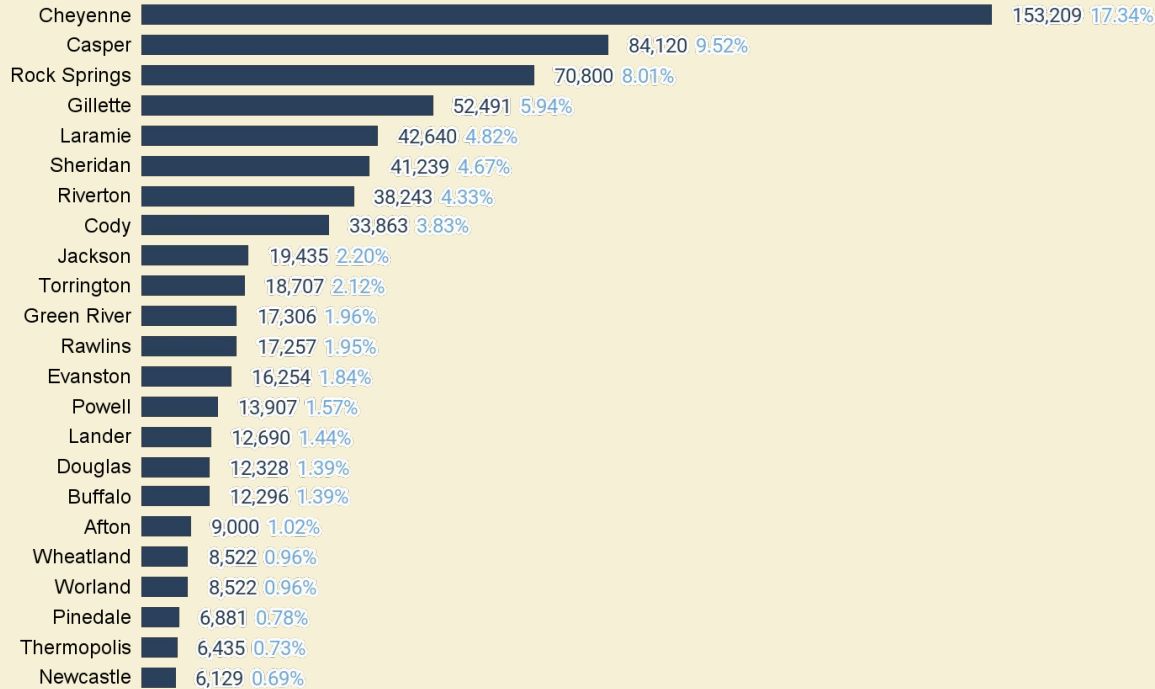


AUDIENCE OVERVIEW - GENDER

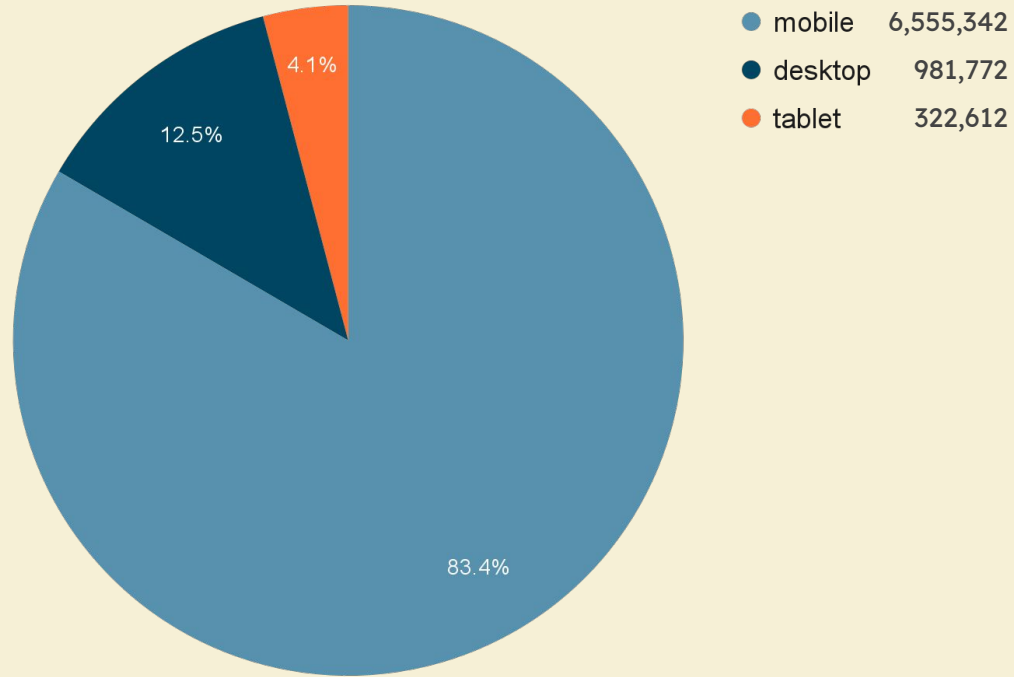


● Male ● Female

AUDIENCE OVERVIEW - TOP WY LOCATIONS



DEVICE DISTRIBUTION (OCT-APR)



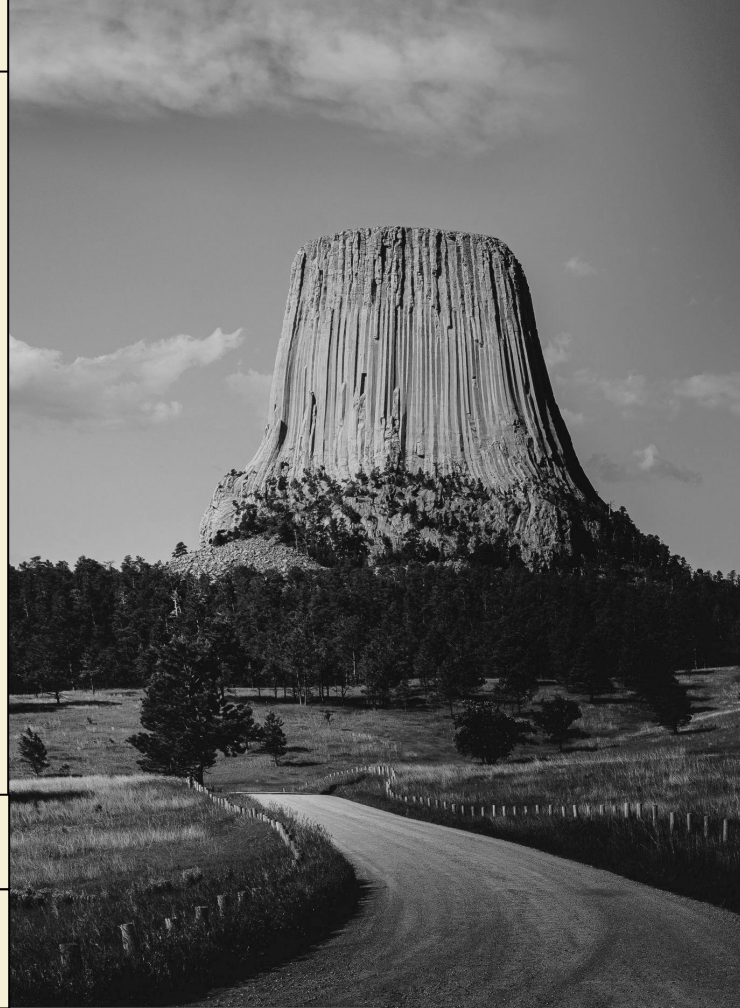
APRIL 2022-2023

02

NEWSLETTER

Topline Data

1 Year Overview



MEDIA KIT

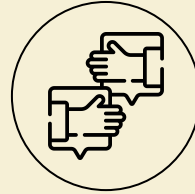
COFFEE BREAK - 7X per week



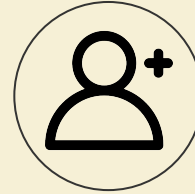
48K
SUBSCRIBERS



39.7%
OPEN RATE



19.2%
CTR



15K
NEW SUBSCRIBERS
(6 Month Period)

Media Industry Benchmarks:
(SOURCE: Mailchimp)

22.15%
OPEN RATE

4.62%
CTR

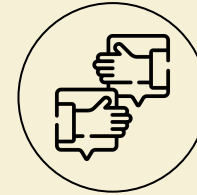
WYO POLITICS - 1X per week (Saturday)



14K
SUBSCRIBERS



46.9%
OPEN RATE



9.3%
CTR

Media Industry Benchmarks:
(SOURCE: Mailchimp)

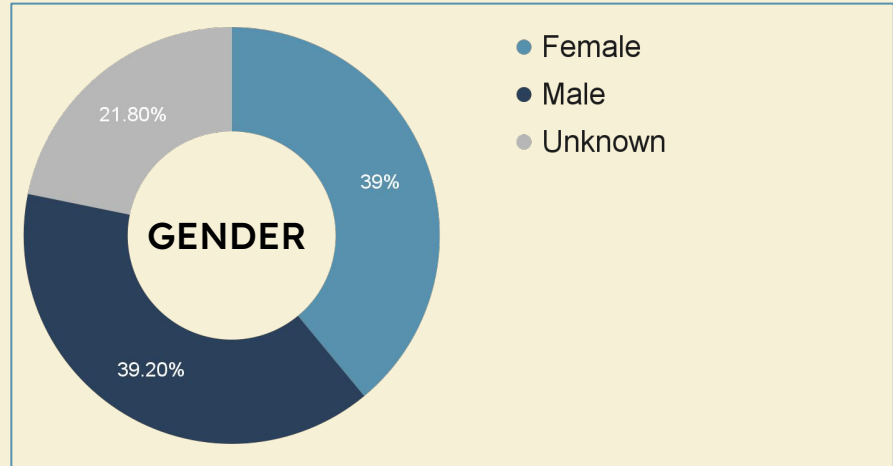
22.15%
OPEN RATE

4.62%
CTR

AUDIENCE OVERVIEW

TOP WY LOCATIONS

1. CHEYENNE, WY
2. CASPER, WY
3. ROCK SPRINGS, WY
4. LARAMIE, WY
5. LANDER, WY



03

SOCIAL METRICS

Platform Growth Breakdown

6 Month Overview



FACEBOOK OVERVIEW



46K +73%
TOTAL FOLLOWERS



2.55M +15%
ENGAGEMENT



23.1M +2,400%
TOTAL IMPRESSIONS



728K
CLICKS



1,670 +44%
POSTS

TWITTER OVERVIEW



3.4K +37% Net Gain
FOLLOWERS



95.3K
TOTAL ENGAGEMENTS



2.5M
TOTAL IMPRESSIONS



31.8K
LINK CLICKS



1.13 +4%
TOTAL TWEETS

INSTAGRAM OVERVIEW



2.48K +272%
FOLLOWERS



31.4K +5,000%
TOTAL ENGAGEMENTS



918K +1,000%
ORGANIC IMPRESSIONS



1.72K +1,790%
WEBSITE CLICKS



451 +3,000%
POSTS

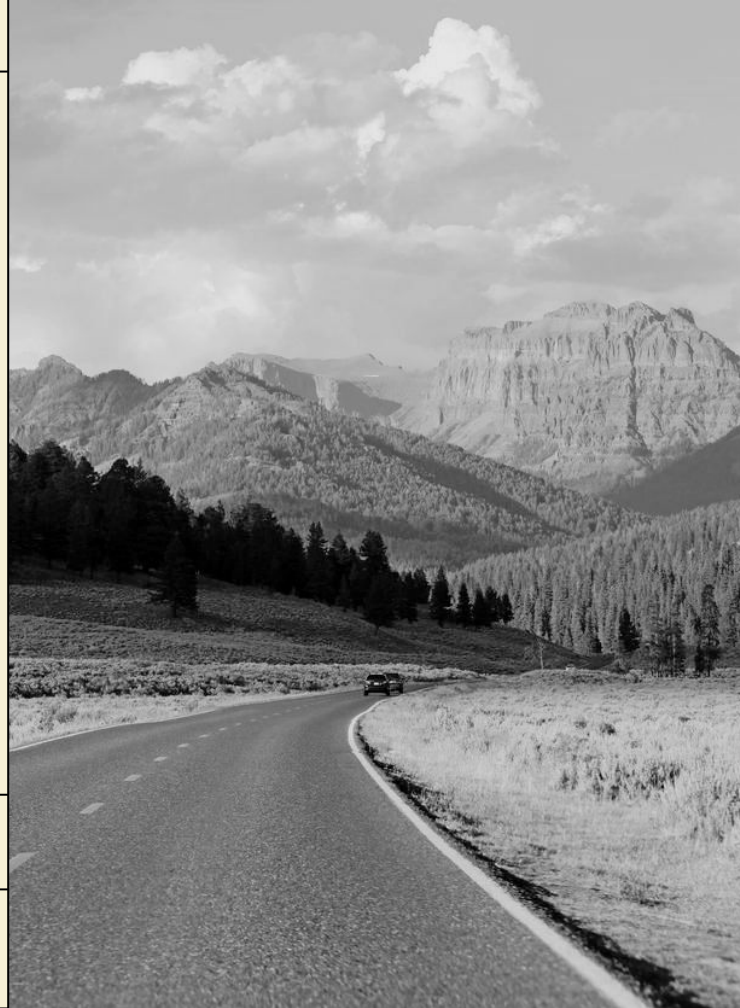


7K +527%
PROFILE VISITS

04

ESTIMATED MARKET VALUE

6 Month Overview



OVERVIEW

Cowboy State Daily has been featured in top news publications around the world. In the past 6 months:



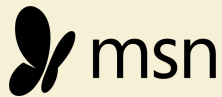
8.36B

POTENTIAL NEWS REACH



20.8K

MENTIONS

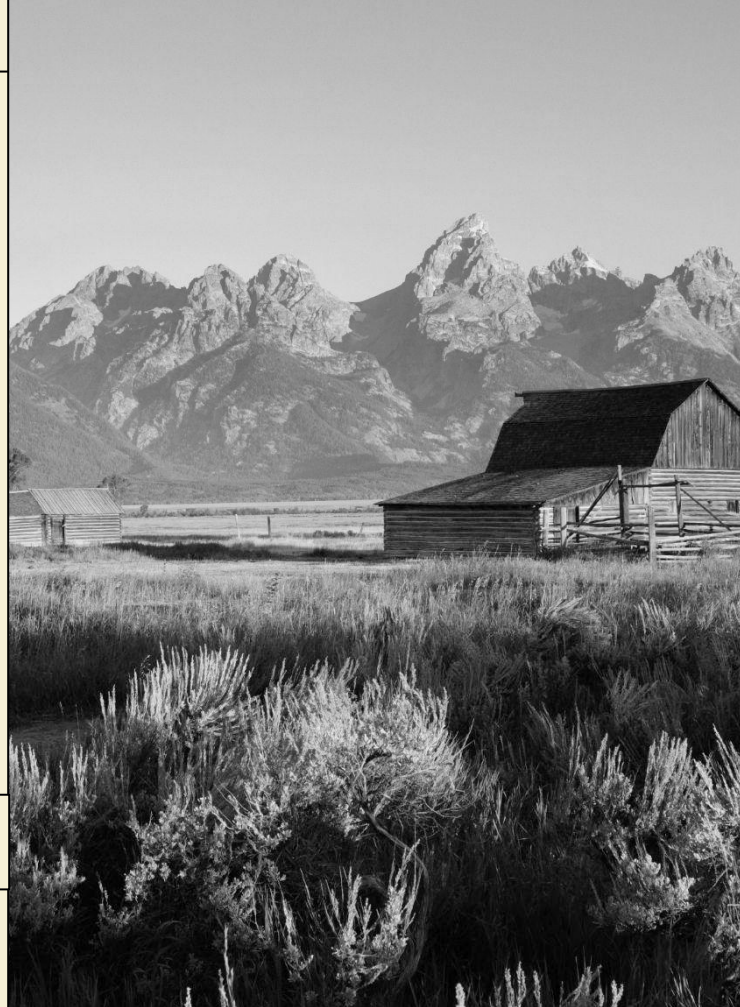


05

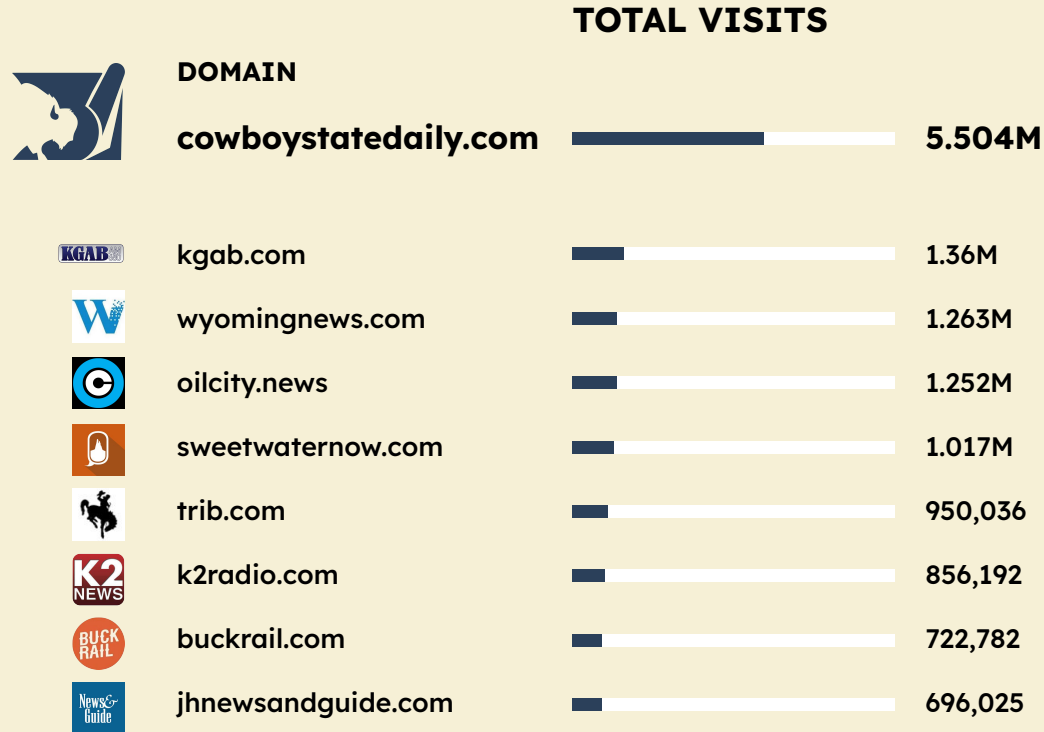
COMPETITOR ANALYSIS

Web

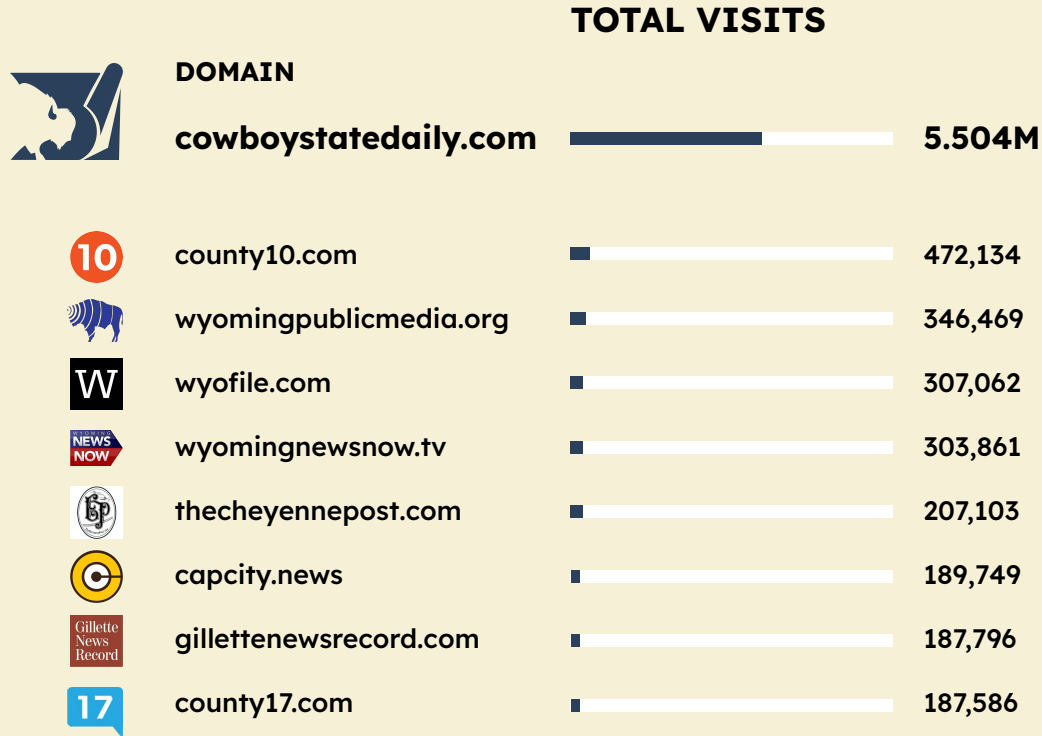
3 Month Overview



TOTAL VISITS

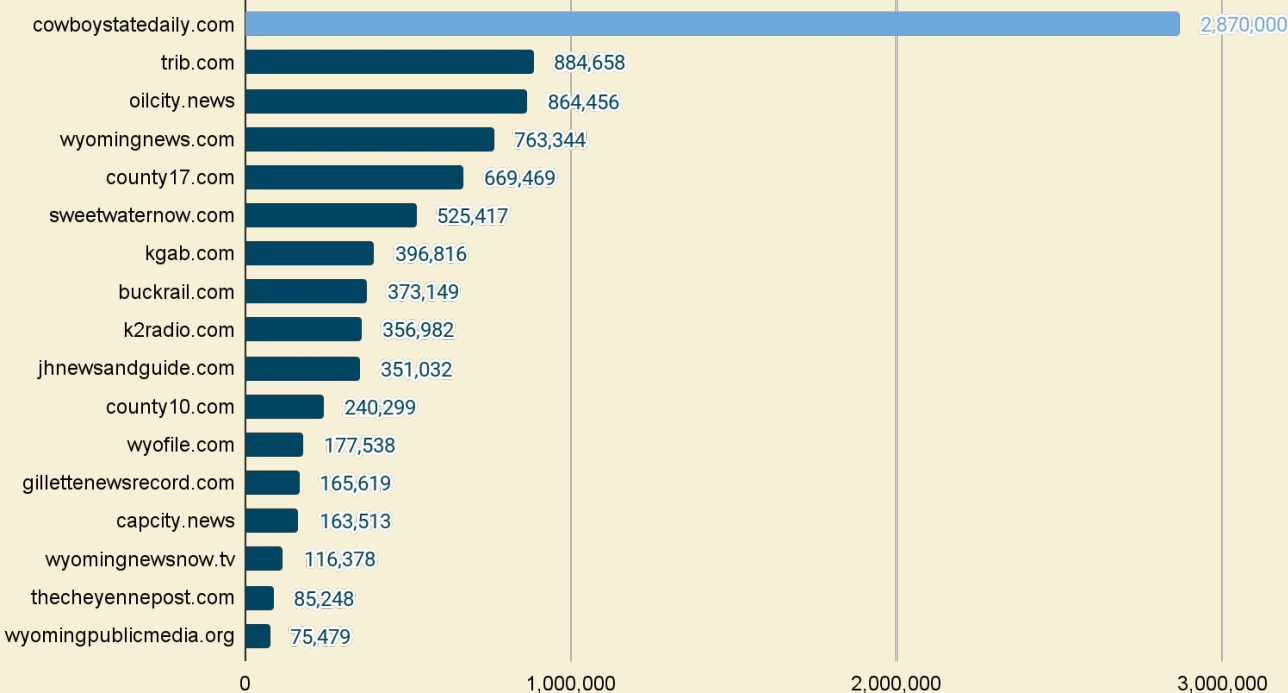


TOTAL VISITS (CONTINUED)



PAGE VIEWS

MONTHLY PAGE VIEWS



A CLOSER LOOK

	cowboystatedaily.com	wyomingnews.com	oilcity.news	kgab.com	sweetwaternow.com	trib.com	k2radio.com	buckrail.com	jhnewsandguide.com
MONTHLY VISITS	1.834M	421,073	417,645	345,333	339,317	316,679	285,397	240,297	232,008
MONTHLY UNIQUE VISITORS	1.020M	213,827	184,154	149,947	130,322	178,365	191,314	142,239	150,031
VISITS / UNIQUE VISITORS	1.80	1.97	2.27	2.30	2.60	1.78	1.49	1.6	1.55
VISIT DURATION	00:01:15	00:02:00	00:01:53	00:00:25	00:01:42	00:02:35	00:00:39	00:00:52	00:01:00
PAGES PER VISIT	1.75	2.05	2.32	1.30	1.77	3.25	1.40	1.75	1.67
BOUNCE RATE	67.13%	60.8%	61.59%	81.74%	63.44%	61.95%	71.11%	62.56%	71.26%

A CLOSER LOOK

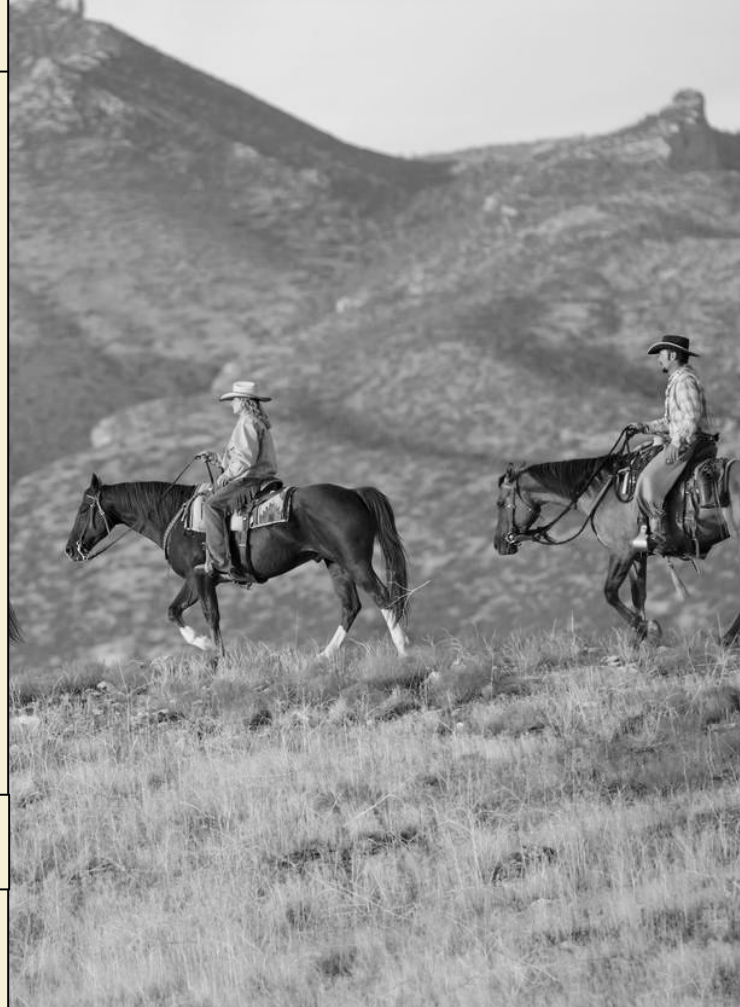
	cowboystatedaily.com	county10.com	county17.com	wyofile.com	wyomingnewsnow.tv	thecheyennepost.com	capcity.news	Wyomingpublicmedia.org	gillettenewsrecord.com
MONTHLY VISITS	1.834M	157,378	115,490	102,354	101,287	69,034	63,250	62,599	62,529
MONTHLY UNIQUE VISITORS	1.020M	84,892	36,542	69,322	64,943	45,057	28,730	38,253	40,220
VISITS / UNIQUE VISITORS	1.80	1.85	3:16	1.48	1.56	1.53	2.20	1.64	1.55
VISIT DURATION	00:01:15	00:01:29	00:13:16	00:01:19	00:00:47	00:00:27	00:01:57	00:00:04	00:01:21
PAGES PER VISIT	1.75	1.76	6.45	1.75	1.33	1.25	2.83	1.32	3.05
BOUNCE RATE	67.13%	67.78%	38.48%	75.99%	79.94%	81.24%	54.08%	76.22%	64.67%

06

COMPETITOR ANALYSIS

Social

6 Month Overview



SOCIAL COMPETITORS - Facebook



	Cowboy State Daily	Jackson Hole News and Guide	Wyofile	Oil City News	Casper Star-Tribune
Followers	47.4K	51K	7.5K	54K	52K
Growth Rate %	Top 1%	Top 30%	Top 10%	Top 10%	Top 30%
Engagement Rate %	0.4%	0.01%	0.11%	0.03%	0.01%

Media Industry Engagement Rate: 0.11%

(SOURCE: Social Insider)

SOCIAL COMPETITORS - Instagram



	Cowboy State Daily	Jackson Hole News and Guide	Wyofile	Oil City News	Casper Star-Tribune
Followers	2.6K	25.3K	2.8K	8.3K	3.6K
Growth Rate %	Top 1%	Top 10%	Top 10%	Top 10%	Top 30%
Engagement Rate %	8.65%	0.9%	2.23%	0.85%	0.11%

Media Industry Engagement Rate: 0.78%
(SOURCE: Social Insider)

SOCIAL COMPETITORS - Twitter



	Cowboy State Daily	Jackson Hole News and Guide	Wyofile	Oil City News	Casper Star-Tribune
Followers	3.8K	8.7K	8.6K	1.6K	14.8K
Growth Rate %	Top 1%	Top 30%	Top 30%	Top 50%	Top 50%
Engagement Rate %	.52%	-	0.04%	-	-

Media Industry Engagement Rate: 0.03%
(SOURCE: Social Insider)

SOCIAL COMPETITORS - Youtube



	Cowboy State Daily	Jackson Hole News and Guide	Wyofile	Oil City News	Casper Star-Tribune
Followers	12.9K	1.68K	-	-	5.95K
Engagement Rate %	10.33%	0.06%	-	-	-

Media Industry Engagement Rate: 0.30%

(SOURCE: SocialStatus.io)



THANK YOU

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