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For more information:  
EG Media Investments LLC  
Abigail Boatwright  
Contract Editor  
[Abigail@abigailboatwright.com](mailto:Abigail@abigailboatwright.com)

## EG MEDIA APPOINTS ABIGAIL BOATWRIGHT AS CONTRACT EDITOR OF *WESTERN LIFE TODAY* MAGAZINE

DURHAM, N.C. – EG Media Investments LLC has appointed Abigail Boatwright as contract editor of *Western Life Today* magazine. The **first issue** under her guidance will soon hit newsstands across the country, chock-full of all things Western, featuring cowgirl comedienne Chelsea Edsall on the cover.

*Western Life Today* is a sister publication to EG Media's *Horse Illustrated* magazine. It was built on the framework of the single-issue publication *Western Life*, edited by Boatwright and published in 2021, which saw record-breaking sales. *Western Life Today* has expanded on that initial issue, bringing readers interesting stories about trends, products, destinations, and trailblazers in the Western world through print and digital issues, plus a robust website and social media presence.

"My vision for *Western Life Today* is to make it a gateway for readers interested in the Western lifestyle, as well as highlighting the hottest trends," Boatwright said. "I hope this magazine delights, inspires and informs readers about what makes cowboy culture so special."

The **summer issue** has lots to enjoy, including a profile on country musician Stephanie Quayle, a destination feature on wineries in California's cowboy country, tips on how to make the perfect margarita, informative pieces on reining sire Gunner and reined cow horse, and a photo essay of the iconic Wagonhound Land & Livestock Ranch.

Boatwright brings 17 years of equine media experience to her role at *Western Life Today*, including 12 years as a freelance writer, photographer, copyeditor and managing editor for many of the leading stock horse publications.

"I am thrilled to be able to produce *Western Life Today* because I feel so passionate about making our lifestyle accessible for horse lovers of all walks of life, and I look forward to sharing our world with a greater audience," Boatwright said.

### **About EG Media Investments LLC**

Equestrian brands *Horse Illustrated*, *Young Rider*, and *Western Life Today* are part of the EG Media stable. *Western Life Today* is a guide to living the Western lifestyle, covering everything from fashion, décor, entertainment, and destinations to the people, ranches and horses who shape the Western community. As part of the long-standing Horse Illustrated family, *Western Life Today* builds on rich heritage of one of the equine industry's most-loved titles to reach a new audience, including those who have been part of the Western world for generations and those who have just recently been introduced to this culture. *Western Life Today* reaches audiences through print and digital issues, as well as through its website and social media platforms. For more info and to subscribe, go to [westernlifetoday.com](http://westernlifetoday.com).

### **About Abigail Boatwright Communications**

Abigail Boatwright is an award-winning freelance writer and photographer for equine publications including *The American Quarter Horse Journal*, *Paint Horse Journal*, *CHROME*, *Barrel Horse News*, *Western Horseman*, *Reined Cow Horse News*, *NRHA Reiner*, *Horse & Rider*, *Horse Illustrated* and *Young Rider*. She writes features, training pieces, health articles and profiles, as well as lifestyle pieces. Boatwright also writes compelling copy for a variety of platforms. Her equine photography has graced 25 magazine covers, and her stock library ([stock.abigailboatwright.com](http://stock.abigailboatwright.com)) houses 1400 equine images. Abigail co-owns The Freelance Remuda, a podcast and resource for professionals in equine media. She is based in Fort Worth, Texas. [Abigailboatwright.com](http://Abigailboatwright.com).