

NewMexico
MAGAZINE

495 Old Santa Fe Trail
Santa Fe, NM 87501
nmmagazine.com
505.827.6733

2018 Media Kit



AUDIENCE PROFILE

New Mexico Magazine readers are active, loyal, and ready to be inspired. The advertising and editorial mix has delighted and cultivated the interests and passions of readers for the past 95 years. *New Mexico Magazine* readers are savvy consumers who enjoy art, travel, adventure, great food—and all things New Mexico.

NEW MEXICO MAGAZINE

READERS BY THE NUMBERS

300,000+ MONTHLY AUDIENCE

70,000 Circulation / 160,000 Readers

110,000+ Facebook Followers

40,000+ Monthly Unique Website Visits

32,500+ Twitter Followers

30,000+ e-Newsletter Subscribers

THE AVERAGE READER:*

Has an annual household income of \$121,134

Has a total net worth of \$1,066,990

Has been a subscriber for 10 1/2 years

Spends 1.8 hours reading each issue

- 87%** Are planning 2 overnight trips in New Mexico this year and will be staying an average of 8 nights
- 84%** Will buy jewelry in New Mexico this year
- 73%** Will buy art in New Mexico this year
- 93%** Are college educated
- 93%** Read every issue
- 85%** Save back issues of the magazine and refer to each issue more than 4 times
- 85%** Visited an attraction as a result of reading an ad in the magazine
- 70%** Dined in a restaurant as a result of reading an ad in the magazine
- 63%** Visited an advertiser's website as a result of reading an ad in the magazine

ADVERTISING RATES

Effective Issue Date: January 2018

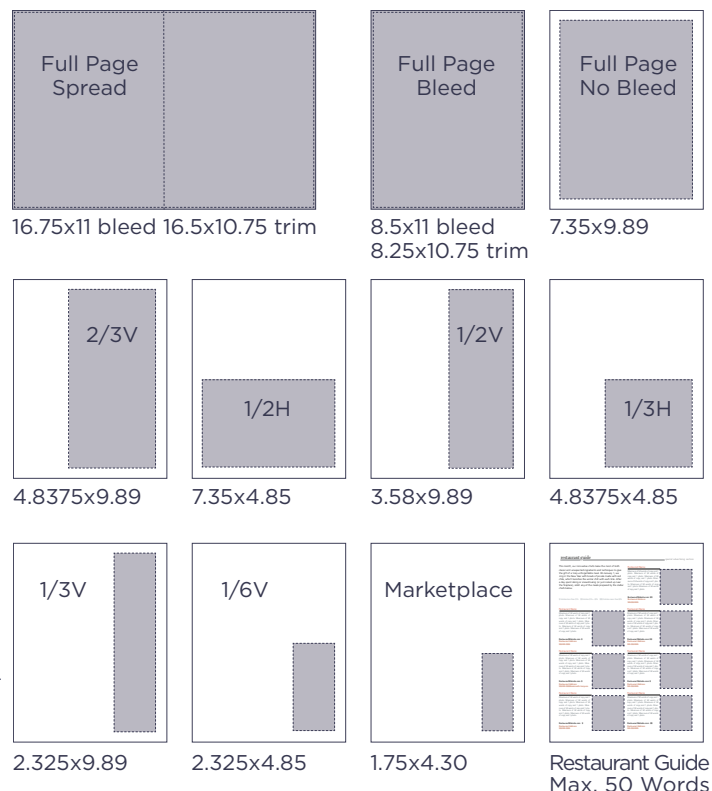
General Print Rates	1x	3x	6x	9x	12x
Full Page	\$4,430	\$4,220	\$4,020	\$3,830	\$3,640
Full Page Spread	\$7,800	\$7,580	\$7,220	\$6,890	\$6,500
2/3 Page	\$3,660	\$3,490	\$3,320	\$3,100	\$3,000
1/2 Page	\$2,830	\$2,690	\$2,570	\$2,400	\$2,300
1/3 Page	\$1,850	\$1,760	\$1,680	\$1,590	\$1,520
1/6 Page	\$1,020	\$970	\$920	\$870	\$830
New Mexico Marketplace	\$420	\$420	\$420	\$420	\$420
Restaurant Guide	\$420	\$420	\$420	\$420	\$420
Back Cover				Additional 10%	
Inside Front Cover				Additional 10%	
Inside Back Cover				Additional 10%	

Ads may appear on a left or right hand page and may be grouped with other advertisements. For a guaranteed ad position add 10% (subject to availability). For detailed specifications and additional information please visit: www.nmmagazine.com/advertise.

DIGITAL MEDIA

New Mexico Magazine offers a variety of digital advertising opportunities that take full advantage of our website, newsletter, and social media. Please contact your sales representative for more information.

AD SIZES



NEW MEXICO MAGAZINE DELIVERS the best of our state right to the heart of readers. Our award-winning stories and photography captivate, engage, and inspire, touching on all the places, people, and flavors that remind readers each month why they fell in love with New Mexico.



2018 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL
<p>Homecoming</p> <p>Space Close: Oct. 17, 2017 Materials Due: Oct. 24, 2017 Reaches Readers: Dec. 19, 2017</p>	<p>The Photo Issue</p> <p>Space Close: Nov. 14, 2017 Materials Due: Nov. 21, 2017 Reaches Readers: Jan. 16, 2018</p>	<p>Food!</p> <p>Space Close: Dec. 11, 2017 Materials Due: Dec. 18, 2017 Reaches Readers: Feb. 13, 2018</p>	<p>Homes and Gardens</p> <p>Space Close: Jan. 8, 2018 Materials Due: Jan. 15, 2018 Reaches Readers: Mar. 13, 2018</p>
MAY	JUNE	JULY	AUGUST
<p>The Great Outdoors</p> <p>Space Close: Feb. 13, 2018 Materials Due: Feb. 20, 2018 Reaches Readers: Apr. 17, 2018</p>	<p>Summer Adventures</p> <p>Space Close: Mar. 13, 2018 Materials Due: Mar. 20, 2018 Reaches Readers: May 15, 2018</p>	<p>Out of Sight</p> <p>Space Close: Apr. 10, 2018 Materials Due: Apr. 17, 2018 Reaches Readers: Jun. 12, 2018</p>	<p>Historical New Mexico</p> <p>Space Close: May 15, 2018 Materials Due: May 22, 2018 Reaches Readers: Jul. 17, 2018</p>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Made in New Mexico</p> <p>Space Close: Jun. 12, 2018 Materials Due: Jun. 19, 2018 Reaches Readers: Aug. 14, 2018</p>	<p>Fall Getaways</p> <p>Space Close: Jul. 17, 2018 Materials Due: Jul. 24, 2018 Reaches Readers: Sept. 18, 2018</p>	<p>Shopping!</p> <p>Space Close: Aug. 14, 2018 Materials Due: Aug. 22, 2018 Reaches Readers: Oct. 16, 2018</p>	<p>Winter Wonderland</p> <p>Space Close: Sept. 11, 2018 Materials Due: Sept. 18, 2018 Reaches Readers: Nov. 13, 2018</p>



Advertising in print yields greater increases in brand awareness, brand favorability, and purchase intent than online or television advertising.

—Source: The Association of Magazine Media, 2017

CONTACT

Lianne Joy Aponte,
Santa Fe, Albuquerque North of I-40, and NW New Mexico
505.585.5569 lianne@nmmagazine.com

George Julian Dworin,
Albuquerque South of I-40, Southern, and NE New Mexico
575.654.3654 george@nmmagazine.com

New Mexico Magazine is proud to be part of the New Mexico Tourism Department.

Cancellations: Contracts canceled after the space closing deadline will require full ad payment. Short rates will apply to all canceled frequency contracts. See complete rules and regulations on the insertion order.

New Mexico Magazine reserves the right, but is not under any obligation to:

- Review or request changes to any advertisement scheduled for insertion.
- Accept, retract, or reject any advertisement submitted for placement at our sole discretion, whether on the basis of content, advertising format, targeting criteria, or for any other reason.
- Review any advertisement to determine the appropriateness of the advertisement for the New Mexico Magazine audience.

*Source—September, 2015 Reader Survey conducted by B&C Consulting

Cover photos clockwise from left: Laurence Parent, Jen Judge, Ryan Heffernan, Inga Hendrickson

DIGITAL ADVERTISING

With over 1.7 million page views a year, nmmagazine.com represents a significant opportunity for advertisers who wish to engage deeply with the magazine's online audience.

VISITOR OVERVIEW
 More than 370,000 unique visitors per year
 More than 1.7 million page views
 Average time on site: over 1½ minutes
 Average page views per visit: 5
 40% male
 60% female
 30% live in New Mexico

Medium Rectangle

Medium Rectangle

Run-of-Site: All display advertising is displayed randomly throughout the site on every page. Each page has at least 3 ads (with the exception of sponsored content pages where no ads run).

DIGITAL DISPLAY ADVERTISING RATES

Effective Date: January 2018

Website Advertising: Advertisers can reach website readers economically with the most standard display ad type: a medium rectangle (300 x 250). The ad has run-of-site with the sole exception of sponsored content pages (which carry no advertising). **Limited to 12 advertisers every month.**

Standard Website Advertising Rates	1 mo.	6 mos.	12 mos.
Medium Rectangle 300 x 250	\$500	\$2,500	\$4,800

Newsletter Advertising: *New Mexico Magazine* distributes two newsletters per month to nearly 30,000 opt-in recipients who are passionate about New Mexico. Advertisers can take advantage of our high open (24%–30%) and click-through (2.6%–5%) rates to reach readers interested in New Mexico products, services, events, and places. There are generally four advertisers per mailing, each represented with a standard medium rectangle display ad (300 x 250). **Limited to 8 advertisers every month (4 per newsletter).**

Standard Newsletter Advertising Rates	1 x	6 x	12 x
Medium Rectangle 300 x 250	\$500	\$2,500	\$4,800

DEADLINES:

Month	Artwork Due	Month	Artwork Due
January	Oct. 24, 2017	July	Apr. 17, 2018
February	Nov. 21, 2017	August	May 22, 2018
March	Dec. 18, 2017	September	Jun. 19, 2018
April	Jan. 15, 2018	October	Jul. 24, 2018
May	Feb. 20, 2018	November	Aug. 22, 2018
June	Mar. 20, 2018	December	Sept. 18, 2018

SPECIFICATIONS:

Web-optimized files are required

- All ads must be complete and ready to upload.
- All elements must be converted to RGB.
- Files should be no larger than 60KB.
- We accept the following file types: JPG, GIF, PNG.
- Ads can be hotlinked to client's website (provide website address).

The *New Mexico Magazine* website is an initiative of *New Mexico Magazine*, a financially independent Enterprise Fund of the Tourism Department.

DIGITAL ADVERTORIAL PROGRAMS

Deliver your advertising message directly to readers with style and integrity that matches nmmagazine.com and *New Mexico Magazine* editorial content. We help you tell your story directly to our engaged audience. Choose from an Event format or Profile format. Get your message out to customers new and old.



Sponsored Newsletter



Profile Format Online Advertorial



Event Format Online Advertorial

DIGITAL CONTENT RATES

Effective Date: January 2018

Exclusive Advertorial Newsletter: A sponsored content exclusive email to our 30,000 subscriber newsletter base is an effective way to deliver your message. This is a co-branded newsletter; content is created by us, in collaboration with you. **Sold on first-come basis—only one available per month.**

Co-Branded / Sponsored Newsletter	\$2,000
Rate is for one single-sponsored newsletter distributed to our list. Price includes content creation of 600 words and design (photography provided by advertiser). Please contact your sales rep for details.	
Newsletter distribution of print advertorial (<i>Add-On Only</i>)	\$850

Online Advertorial: With more than 1.7 million page views a year, nmmagazine.com represents a significant opportunity for advertisers to engage with the website’s audience through sponsored content. The piece we create together can highlight information, events, places, or organizations of interest.

Custom Online Content	\$2,000
Rate is for custom online sponsored content on nmmagazine.com. Price includes content creation of 750 words and design (photography provided by advertiser). Please contact your sales rep for details.	
Online publication of print advertorial (<i>Add-On Only</i>)	\$850

Profile Format: Highlight a person, business, event, or destination in a magazine-style story.

Event Format: Promote a variety of events with a photo and descriptor of each listed by date, location, or theme.

+ Multi-Platform Sponsored Content

Sponsored Full-Page Print Content	\$5,250
Facebook (<i>Full-Page Add-On Only</i>)	\$500
Facebook rate is for one single-sponsored ad per month. Available only in conjunction with the purchase of a full-page print ad.	

SPECIFICATIONS:

- Sponsored content will be developed on a timeline appropriate to client needs and the magazine production cycle. Sponsored content will require up to six weeks for production.
- Content provided to advertising production department includes marketing contacts, existing professional photography, and draft/outline of advertorial topics or facts.
- Sales representatives can provide advertorial standards and guidelines.

New Mexico MAGAZINE

RECENT AWARDS



NEW MEXICO GOVERNOR'S AWARD FOR EXCELLENCE IN THE ARTS 2016



THE INTERNATIONAL REGIONAL MAGAZINE ASSOCIATION 2016

Runner-up: Magazine of the Year
Writer of the Year
Gold Award, Travel Feature
Silver Award, Arts & Culture Feature
Award of Merit, Art Direction
Award of Merit, General Feature
Award of Merit, Profile

SPECIAL ISSUES AND READER PARTICIPATION

February: PHOTO CONTEST



March: READERS' POLL DINING



June: READERS' POLL TRAVEL



GIVING BACK TO OUR COMMUNITY

Through donations, grants, and sponsorships, our goal is to deliver the magazine to students in the state, from middle school through college. Be a part of sharing the best of our state with the future of our state by donating or becoming a corporate sponsor.

To learn more contact us at students@nmmagazine.com.



NEWSSTAND DISTRIBUTION

