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New Mexico MAGAZINE

2021 Advertising Media Kit

New Mexico Magazine has been telling the story of New Mexico for nearly 100 years. Our mission is to inspire authentic experiences with its people, the places, the art, the culture, and the food, whether by paper or by pixels.

We deliver an audience that loves New Mexico and *New Mexico Magazine*. They live here, and they travel here. They shop. They eat and drink with adventuresome palates. They yearn for experiences that remind them that this is a special place. And we are there to be their guide. Wherever they want to go, we have already been. We are the trusted source to deliver the heartbeat of New Mexico.

Join us on the journey as we bring our audience to you.

PRINT ■ DIGITAL ■ SOCIAL

Print magazines are No. 1 in reaching affluent, influential consumers in more categories than all other media combined.

Source: Gfk, MRI, Spring 2017

OUR AUDIENCE

- \$121,134 average annual income
- \$1,066,990 average net worth
- Has subscribed for 10.5 years on average
- Spends an average of 1.8 hours reading each issue

93% are college educated.

93% read every issue.

85% visited an attraction after seeing an ad in the magazine.

84% will buy jewelry in New Mexico this year.

73% will buy art in New Mexico this year.

63% visited an advertiser's website after seeing an ad in the magazine.

Source: September 2015 Reader Survey conducted by B&C Consulting



123,000+

Facebook Followers



46,800+

Twitter Followers



10,800+

Instagram Followers



30,200+

Newsletter Subscribers

416,500

Monthly Audience

60,000

Circulation

150,000

Readers

THE RATES

Effective Issue Date: January 2021

PRINT:

General Print Rates	1x	3x	6x	8x	10x
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
Marketplace	\$500	N/A	\$450	N/A	\$400
Back Cover	Additional 10%				
Inside Front Cover	Additional 10%				
Inside Back Cover	Additional 10%				
Print Sponsored Content Rates	1x				
Rate is for one full-page advertorial. Layout is determined by our Art Department. The advertiser provides 600 words maximum and two high-resolution images (no logos) for production. Contact your sales rep for further details.	\$5,250				

DIGITAL: Space must be reserved one month in advance, materials due two weeks prior to run date.

Digital Display – Website	1x	6x	10x
Medium Rectangle 300 x 250 px — one-month run on website	\$500	\$475	\$450
Digital Display – Newsletter			
Medium Rectangle 300 x 250 px — ads in two newsletters	\$500	\$475	\$450
Newsletter Subject Preview Line Add-On			
Available with the purchase of a newsletter display ad. Up to 90 characters maximum. Subject to availability.	\$500	\$475	\$450
Digital Edition App Banner			
Layout is determined by our Art Department and sized according to platform. 1 image or logo and 8 words maximum.	\$500	\$475	\$450
Social Media	1x		
Facebook Post — 150 word maximum and one 1200 x 675 px image	\$500		
Twitter Post — 280 characters maximum including hashtags and one 1200 x 675 px image	\$250		
Instagram — includes one post for a one-month run. Maximum of two unique posts per month. 100 words maximum including hashtags, 1-3 1080 x 1080 px images. No ads, logos or text on images. Up to 5 images for an additional \$250.	\$500		
Exclusive Sponsored Newsletter Rates			
Rate is for one sponsored newsletter. Layout is determined by our Art Department. The advertiser provides 600 words maximum and at least 3 images (no logos) for production. Contact your sales rep for further details and availability.	\$4,500		
Website Advertorial	6 mo.		
Rate is for sponsored content on nmmagazine.com with a one-month promotion on the home page and a five-month duration on the sponsored content page. The advertiser provides 600 words maximum and 1-3 high resolution images (no logos) for production. Contact your sales rep for further details.	\$3,500		
Additional six-month run on website	\$750		

THE CALENDAR

JANUARY / FEBRUARY

Double Issue

2021 Photo Contest and Skiing

11/17/20 Space Close

11/24/20 Materials Due

12/28/20 On Sale

MARCH

Quintessential New Mexico and Women of Impact

12/29/20 Space Close

01/05/21 Materials Due

02/16/21 On Sale

APRIL

Birding

01/26/21 Space Close

02/02/21 Materials Due

03/16/21 On Sale

MAY

The Food Issue

02/23/21 Space Close

03/02/21 Materials Due

04/13/21 On Sale

JUNE

Summer Fun

03/23/21 Space Close

03/30/21 Materials Due

05/11/21 On Sale

JULY

Ghost Towns

04/27/21 Space Close

05/04/21 Materials Due

06/15/21 On Sale

AUGUST

Camping

05/25/21 Space Close

06/01/21 Materials Due

07/13/21 On Sale



SEPTEMBER / OCTOBER

Double Issue

Fall Color Road Trips

07/06/21 Space Close

07/13/21 Materials Due

08/24/21 On Sale

NOVEMBER

Makers

08/24/21 Space Close

08/31/21 Materials Due

10/12/21 On Sale

DECEMBER

New Mexico True Heroes

09/28/21 Space Close

10/05/21 Materials Due

11/16/21 On Sale

AD SIZES AND SPECIFICATIONS

For detailed digital specifications, requirements, and best practices: [CLICK HERE](#)

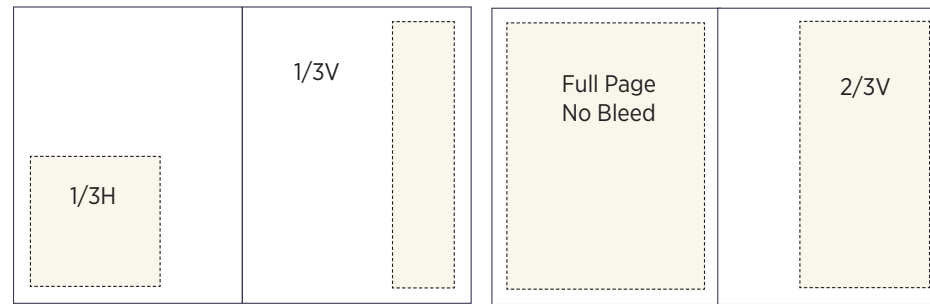


16.75x11 bleed 16.5x10.75 trim

8.5x11 bleed

8.25x10.75 trim

3.58x9.89

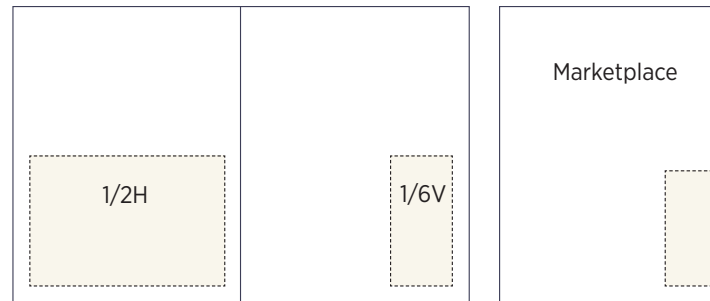


4.8375x4.85

2.325x9.89

7.35x9.89

4.8375x9.89



7.35x4.85

2.325x4.85

1.75x4.30

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PRINT FILE SUBMISSION

PDF/X-1A Files:

- All fonts and images must be embedded.
- All elements must be converted to CMYK.
- Artwork must be built at 300 ppi.
- PDF files must be generated using Creative Suite or Adobe Distiller. If necessary the file will be converted to a TIFF to ensure proper output.

Photoshop Creative Suite TIFF Files:

- All layers must be flattened.
- Color must be converted to CMYK.
- Artwork must be 300 ppi.

Unacceptable Files:

Unacceptable formats include but are not limited to:

- Quark Express
- Publisher
- Artwork created with or embedded in MS Word

DIGITAL FILE SUBMISSION

- Web optimized files are required
- All elements must be RGB
- We accept JPG and GIF files
- File size can be a maximum pf 60 KB
- Provide website address if linked

Submitting Artwork:

- Files should be emailed to your advertising representative.

New Mexico Magazine will not be responsible for any issue regarding image quality due to the submission of low-resolution images or files submitted in formats other than PDF/X-1A or Photoshop TIFF.

Ads may appear on a left or right hand page and may be grouped with other advertisements. For a guaranteed position add 10% (subject to availability).

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:

1. Review or request changes to any advertisement scheduled for insertion.
2. 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.
3. Review any advertisement to determine the appropriateness of the advertisement for the *New Mexico Magazine* audience.

