



# New Mexico

MAGAZINE

## Advertising Media Kit 2020

*New Mexico Magazine* has been telling the story of New Mexico for nearly 100 years. We know the people, the places, the art, and the food, and our goal is to share that with as many readers as possible, 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.

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

**PRINT / DIGITAL / SOCIAL**

## MAGAZINE MEDIA DELIVERS REAL RESULTS

### More adults 18-29 read magazines (95%) than use Facebook (81%).

Source: Pew Research Center Social Media Fact Sheet, Feb 2018; GfK MRI, Fall 2017

### Across 1,400 advertising campaigns, magazines show the highest return on advertising spend— the ultimate KPI.

Source: Nielsen Catalina Solutions, 2016

### Audience for print and digital magazines increased by 3.3 million adults 18+ from 2016 to 2017.

Source: GfK MRI, Fall 2012-2017

### Print magazines are no. 1 in reaching affluent influential consumers in more categories than other media.

Source: GfK MRI, Spring 2017



## THE CALENDAR

**In Print and Online:** Readers follow us from the mailbox to the inbox, from longform narratives filled with characters to online stories measured in characters. *New Mexico Magazine* offers multi-platform options for all budgets and needs.

Both print and digital materials are due at the same.

#### January / Best of New Mexico

10/9/19 Space Reservation  
10/16/19 Materials Due  
12/18/19 On Sale

#### February / The Photo Annual

11/12/19 Space Reservation  
11/19/19 Materials Due  
01/14/20 On Sale

#### March / The Food Issue

12/11/19 Space Reservation  
12/18/19 Materials Due  
02/12/20 On Sale

#### April / The Culture Issue

01/08/20 Space Reservation  
01/15/20 Materials Due  
03/12/20 On Sale

#### May / A Celebration of Public Lands

02/12/20 Space Reservation  
02/19/20 Materials Due  
04/16/20 On Sale

#### June / Guide to Summer

03/12/20 Space Reservation  
03/19/20 Materials Due  
05/14/20 On Sale

#### July / The Adobe Issue

04/09/20 Space Reservation  
04/16/20 Materials Due  
06/11/20 On Sale

#### August / The Outdoor Issue

05/14/20 Space Reservation  
05/21/20 Materials Due  
07/16/20 On Sale

#### September / The Definitive Guide to Chile

06/11/20 Space Reservation  
06/18/20 Materials Due  
08/13/20 On Sale

#### October / Ghosts, Aliens, and Bigfoot

07/16/20 Space Reservation  
07/23/20 Materials Due  
09/17/20 On Sale

#### November / The Grateful for NM Issue

08/13/20 Space Reservation  
08/20/20 Materials Due  
10/15/20 On Sale

#### December / The Holiday Issue

09/10/20 Space Reservation  
09/17/20 Materials Due  
11/12/20 On Sale



## THE RATES

Effective Issue Date: January 2020

### PRINT

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
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

Digital Display – Website	1x	6x	12x
Medium Rectangle 300 x 250 px	\$500	\$2,500	\$4,500
Digital Display – Newsletter	1x	6x	12x
Medium Rectangle 300 x 250 px	\$500	\$2,500	\$4,500

Social Media	1x
Facebook Post — 200 word maximum and one 1200 x 675 px image	\$500
Twitter Post — 280 characters maximum and one 1200 x 675 px image	\$400

Exclusive Sponsored Newsletter Rates	1x
Rate is for one sponsored newsletter. Layout is determined by our Art Department. The advertiser provides 600 words maximum and at least 3-9 images (no logos) for production. Contact your sales rep for further details and availability.	\$4,500
One-time special rate for minimum 6x print advertisers running a 1/3 ad or larger	\$2,000

Website Travel Planner Advertorial	90 Days
Rate is for sponsored content on nmmagazine.com with a one-month promotion on the home page and a 90-day duration on the web Travel Planner page. The advertiser provides 600 words maximum and 3-9 high resolution images (one can be a logo) for production. Contact your sales rep for further details.	\$2,500

# New Mexico

## MAGAZINE

### OUR AUDIENCE



**122,000+**  
Facebook Followers



**46,000+**  
Twitter Followers



**9,000**  
Instagram Followers



**30,000+**  
Newsletter Subscribers

**300,000**  
Monthly Audience

**67,500**  
Circulation

**170,000**  
Readers

**95%** Are college educated

**41%** Reside in New Mexico

**59%** Reside outside New Mexico

**41%** Have subscribed for over 5 years

**81%** Save back issues of the magazine

**50%** Visited an advertiser's website

**30%** Purchased advertised services or product

**40%** Attended an event

**37%** Stayed in a hotel, B&B, or other lodging

**Our out-of-state readers plan to visit New Mexico ...**

**53%** In the next 6 months

**26%** In the next year

**Our readers take action after seeing New Mexico Magazine ...**

**81%** Visited an attraction or destination

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.

### SALES REPS

**LIANNE APONTE**

Northwestern and Northeastern NM,  
Santa Fe (North of I-40)

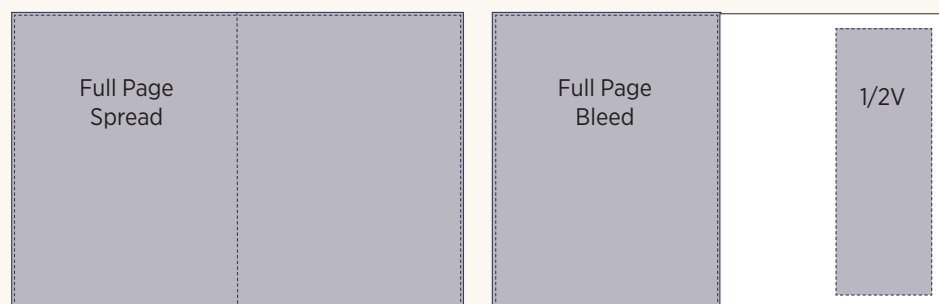
505.585.5569 lianne@nmmagazine.com

**CHRIS ROMERO**

Southwestern and  
Southeastern NM (South of I-40)

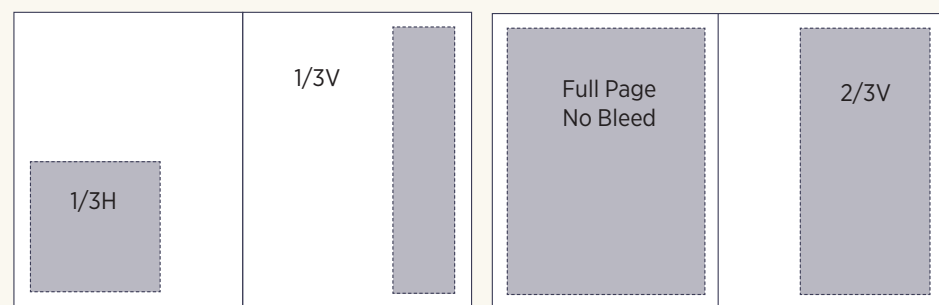
505.670.1331 chris@nmmagazine.com

## AD SIZES AND SPECIFICATIONS



16.75x11 bleed 16.5x10.75 trim

8.5x11 bleed  
8.25x10.75 trim 3.58x9.89

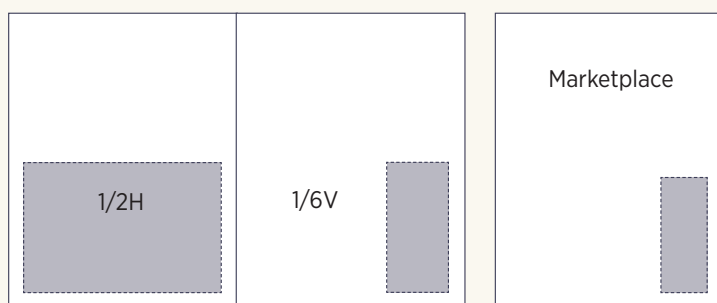


4.8375x4.85

2.325x9.89

7.35x9.89

4.8375x9.89



7.35x4.85

2.325x4.85

1.75x4.30

# New Mexico

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## PRINT FILE SUBMISSION REQUIREMENTS

We require that all artwork is submitted through a qualified advertising agency or professional graphic designer utilizing industry standard graphic design programs.

### PDF/X-1A Files:

- All fonts and images must be embedded.
- All elements must be converted to CMYK.
- Artwork must be built at 300 dpi.
- PDF files must be generated using Creative Suite (InDesign CS, Photoshop CS) or Adobe Distiller. If the supplied file is problematic, the PDF will be converted to a TIFF if necessary to ensure proper file output.
- PDFs must be built and cropped to the size of ad.

### Photoshop Creative Suite TIFF Files:

- All layers must be flattened.
- Color must be converted to CMYK.
- Artwork must be built at 300 dpi.

### Illustrator Creative Suite Files:

- We accept Illustrator EPS files for logos only. All fonts must be converted to outlines.

### Unacceptable Files:

We only accept the file formats listed. Unacceptable formats include but are not limited to:

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

### Submitting Artwork:

- Files up to 10MB should be emailed to your advertising representative.
- When sending files via email include the advertiser's name and issue date in the subject line.

*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 Creative Suite TIFF.

## DIGITAL FILE SUBMISSION REQUIREMENTS

- Web optimized files are required
- All ads must be complete and ready to upload
- All elements must be converted to RGB
- We accept the following file types: JPG, GIF
- File size can be a maximum of 60 KB
- Ads can be hotlinked to client's website (provide website address).

## SALES REPS

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505.585.5569 lianne@nmmagazine.com

### CHRIS ROMERO

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505.670.1331 chris@nmmagazine.com