

New Mexico

MAGAZINE

2022 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.

We deliver an audience that loves New Mexico and savors the lifestyle and traditions. 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.

CONTACT

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New Mexico Magazine delivers the heartbeat of New Mexico.

OUR AUDIENCE

106,941

Average Monthly Web Page Views



- **\$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



127,600+

Facebook Followers



48,300+

Twitter Followers



17,000+

Instagram Followers



32,200+

Newsletter Subscribers

512,000

Monthly Audience

60,000

Circulation

180,000

Readers

- **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.

THE RATES Effective Issue Date: January 2022

PRINT:

General Print Rates	1x	3x	6x	8x	11x
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	3x	6x	12x
Leaderboard 728 x 90 – one month run on website	\$575	\$545	\$520	\$500
Skyscraper Ad 300 x 600 – one month run on website	\$850	\$810	\$770	\$735
Medium Rectangle 300 x 250 px – one-month run on website	\$350	\$330	\$315	\$300

Digital Display – Newsletter	1x	3x	6x	12x
Medium Rectangle 300 x 250 px – ad in one newsletter	\$500	\$450	\$425	\$400

Newsletter Subject Preview Line Add-On	1x	3x	6x	12x
Available with the purchase of a newsletter display ad. Up to 90 characters maximum. Subject to availability.	\$500	\$450	\$425	\$400

Digital Edition App Banner	1x	3x	6x	12x
Layout is determined by our Art Department and sized according to platform. 1 image or logo and 8 words maximum.	\$250	\$225	\$215	\$200

Social Media	1x	3x	6x	12x
Facebook Post – 150 word maximum and one 1200 x 675 px image	\$500	\$450	\$425	\$400
Twitter Post – 280 characters maximum including hashtags and one 1200 x 675 px image	\$250	\$225	\$215	\$200
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	\$450	\$425	\$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 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

Video 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) (two may be video) for production. Contact your sales rep for further details.	\$5,000

Premium position on home page – Additional 20%	\$700
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Additional six-month run on website	\$750
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THE CALENDAR

JANUARY / FEBRUARY 2022
Double Issue Photo Contest
 Ad Close: 11/16/21
 Material Close: 11/23/2021

MARCH
Historic Hotels
 Ad Close: 12/28/21
 Material Close: 1/4/2022

APRIL
Wildflowers
Special Section: Co-Op
 Ad Close: 1/25/22
 Material Close: 2/1/2022

MAY
The Food Issue
 Ad Close: 2/22/21
 Material Close: 3/1/2022

JUNE
Summer Road Trips
Special Section: Faces of New Mexico
 Ad Close: 3/29/22
 Material Close: 4/5/2022

JULY
State Parks
Special Section: Anniversary Kick-off
 Ad Close: 5/3/22
 Material Close: 5/10/2022

AUGUST
Native Pottery
 Ad Close: 6/7/22
 Material Close: 6/14/2022

SEPTEMBER
Wine Getaways
Special Section: Gallup Intertribal Indian Ceremonial (16-page insert)
 Ad Close: 7/5/22
 Material Close: 7/12/2022

OCTOBER
New Mexico DIY
Special Section: Albuquerque Hispano Chamber of Commerce
 Ad Close: 8/2/22
 Material Close: 8/9/2022

NOVEMBER
Historic Churches
Special Section: Co-Op
 Ad Close: 8/30/22
 Material Close: 9/6/2022

DECEMBER
Christmas in NM, True Heroes
 Ad Close: 10/4/22
 Material Close: 10/11/2022

JANUARY / FEBRUARY 2023
Double Issue Photo Contest
 Ad Close: 11/15/22
 Material Close: 11/22/2022



newmexicomagazine.org

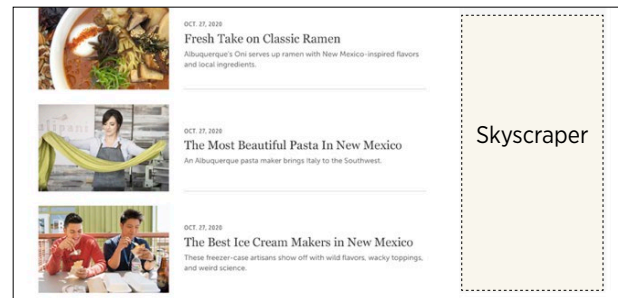
DIGITAL AD SIZES



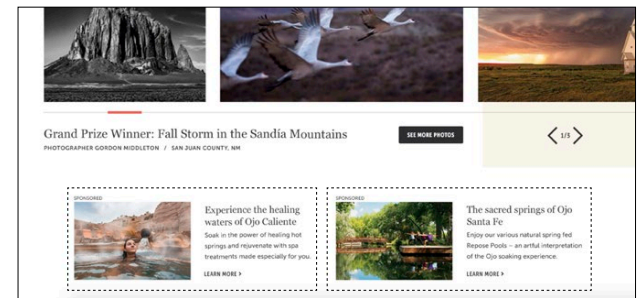
728 x 90



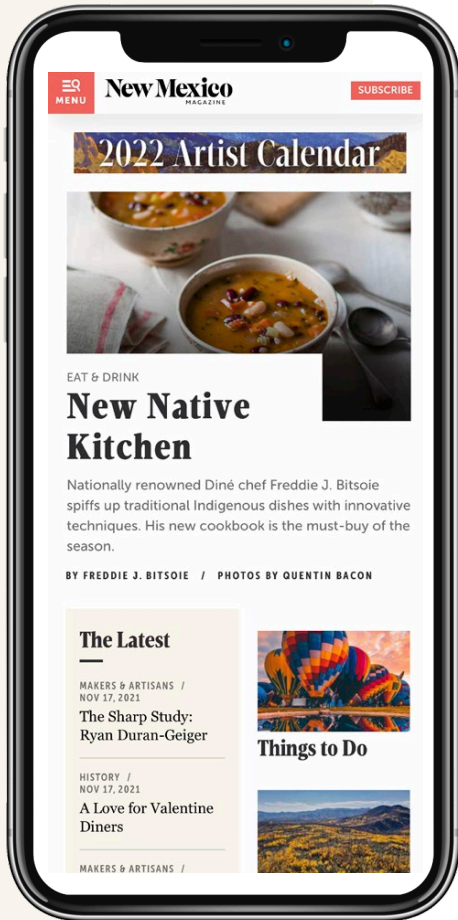
Website Advertorial Premium Position on Home Page



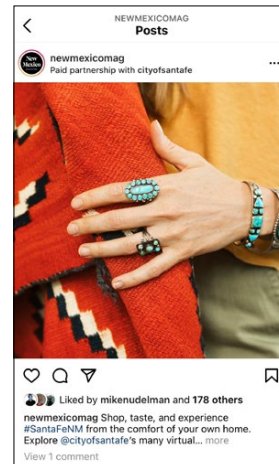
300 x 600



Website Advertorial Home Page Promotion



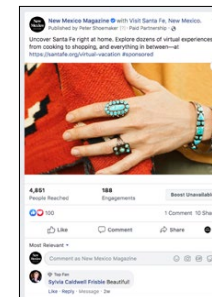
Sponsored Newsletter



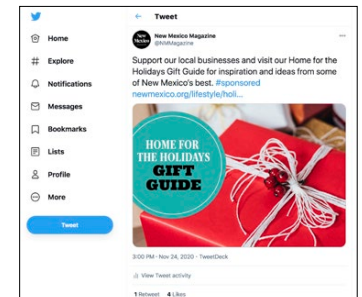
Instagram Post



300 x 250



Facebook Post

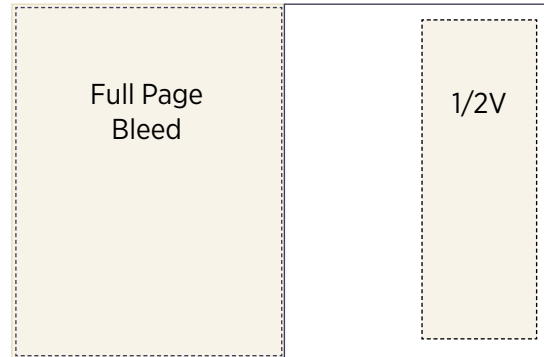


Twitter Post

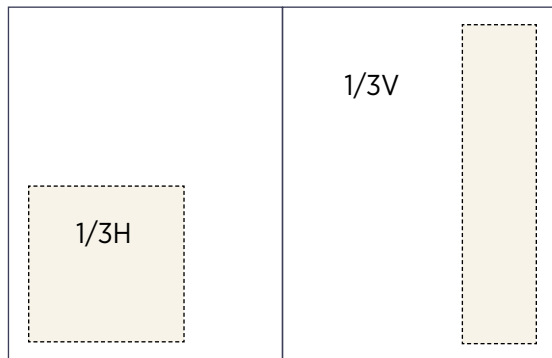
PRINT AD SIZES



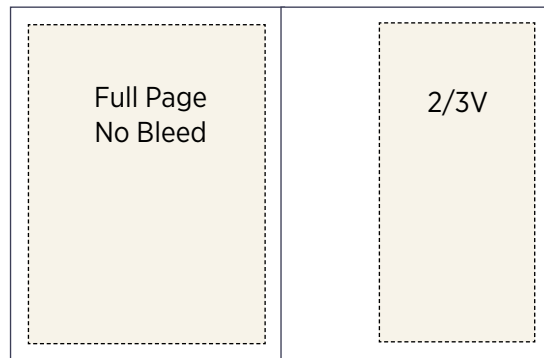
16.75x11 bleed 16.5x10.75 trim



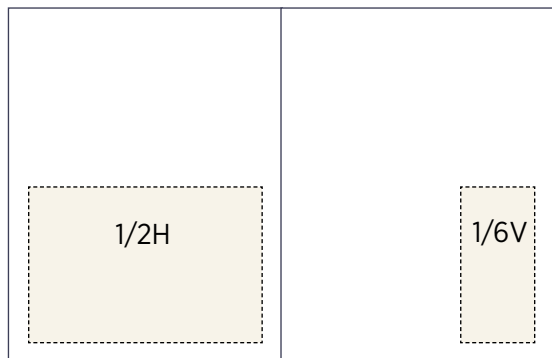
8.5x11 bleed
8.25x10.75 trim



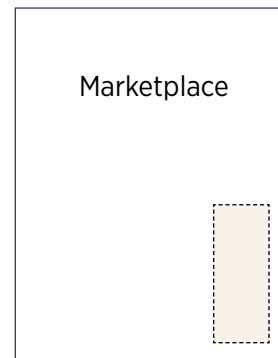
4.8375x4.85 2.325x9.89



7.35x9.89 4.8375x9.89



7.35x4.85 2.325x4.85



1.75x4.30

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. 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.

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