

ADVERTISING MEDIA KIT 2023

New Mexico

MAGAZINE



PHOTOGRAPH BY STEVEN BUNT

New Mexico Magazine has been telling the story of New Mexico for 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.

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

PRINT / DIGITAL / SOCIAL

New Mexico Magazine delivers the heartbeat of New Mexico.

OUR AUDIENCE



130,000+

Facebook Followers



51,000+

Twitter Followers



20,000+

Instagram Followers



32,200+

Newsletter Subscribers

472,200

Monthly Audience

50,000

Circulation

150,000

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.

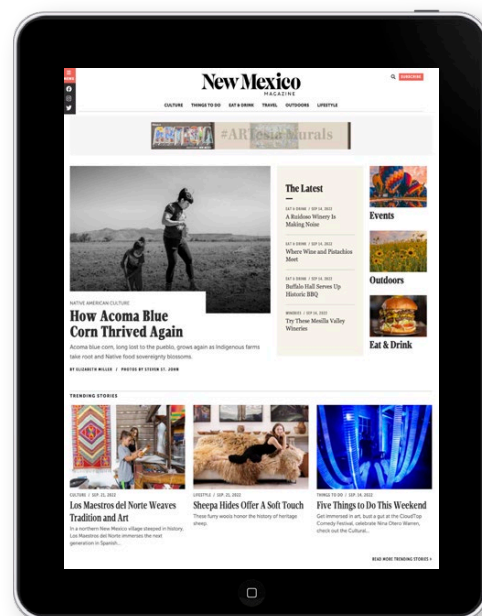
73% will buy art in New Mexico this year.

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

- **\$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

91,000

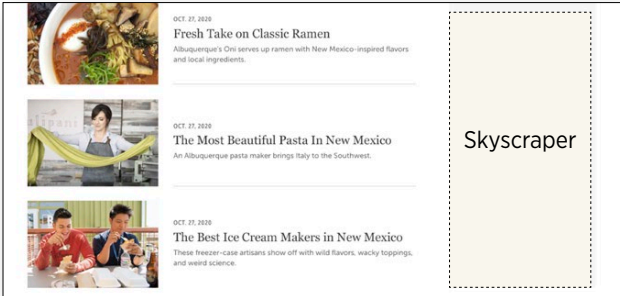
Average Monthly Web Page Views



DIGITAL AD SIZES



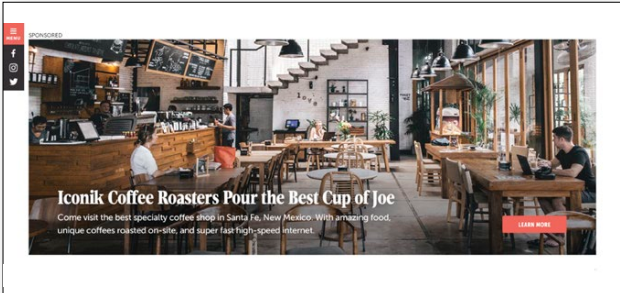
728 x 90



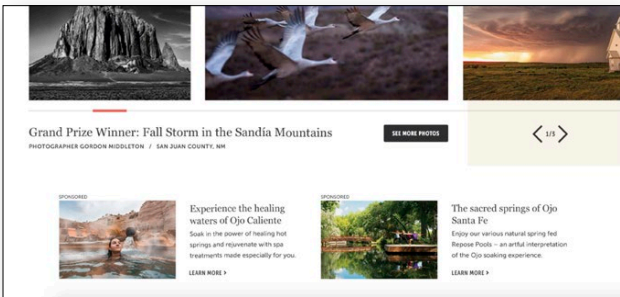
300 x 600



300 x 250



Website Advertorial Premium Position on Home Page

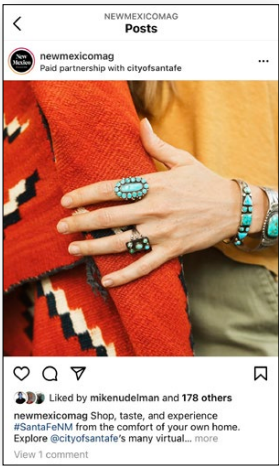


Website Advertorial Home Page Promotion

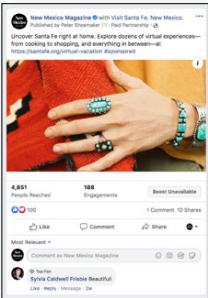
NEWSLETTER / SOCIAL AD SIZES



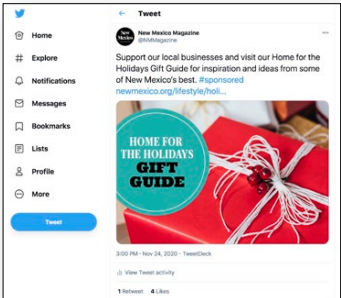
Sponsored Newsletter



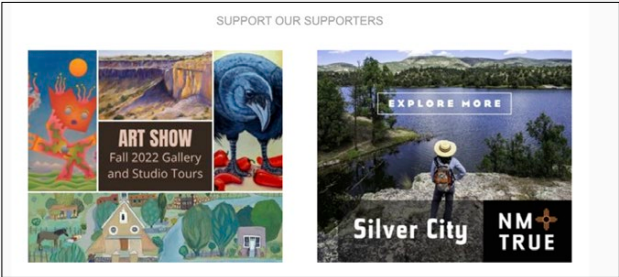
Instagram Post



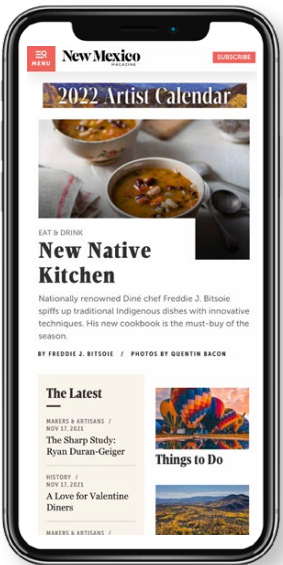
Facebook Post



Twitter Post



Digital Display Newsletter



THE RATES

Effective Issue Date: January 2023

PRINT:

General Print Rates	1x	3x	6x	8x	11x
Full Page	\$4,563	\$4,346	\$4,140	\$3,944	\$3,749
Full Page Spread	\$8,034	\$7,807	\$7,436	\$7,096	\$6,695
2/3 Page	\$3,770	\$3,594	\$3,419	\$3,193	\$3,090
1/2 Page	\$2,915	\$2,770	\$2,647	\$2,472	\$2,369
1/3 Page	\$1,906	\$1,812	\$1,730	\$1,606	\$1,565
1/6 Page	\$1,050	\$998	\$947	\$870	\$830
Marketplace	\$500	N/A	\$450	N/A	\$400
Back Cover/Front/FOB	Additional 10%				

1. Sponsored Content Rates

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.

1x

\$5,250

2. 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 px — one month run on website	\$500	\$450	\$425	\$400
Skyscraper Ad 300 x 600 px — 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				
Medium Rectangle 300 x 250 px — ad in one newsletter	\$500	\$450	\$425	\$400
Newsletter Subject Preview Line Add-On				
Available with the purchase of a newsletter display ad. Up to 90 characters maximum. Subject to availability.	\$500	\$450	\$425	\$400

Social Media

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

3. Website Advertorial

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. Video options available.

6 mo.

\$4,000

4. 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.

1x

\$4,500

5. New Mexico Tourism Visitor Center — Video Display

- Four Visitor centers: Glenrio, Lordsburg, Manuelito, and Santa Fe.
- Total annual visitors: 422,966

	1x	3x	6x	12x
Visitor center only — one month	\$750	\$675	\$635	\$595
Video ad on newmexicomagazine.org — one month	\$750	\$675	\$635	\$595
Visitor centers and Website — one month	\$1000	\$900	\$845	\$795



THE CALENDAR

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

MARCH
Unique Stays
Ad Close: 1/2/23
Material Close:
1/10/2023

APRIL
Carlsbad Caverns
Special Section:
Retirement
Ad Close: 1/31/23
Material Close:
2/7/2023

MAY
Food Issue
Ad Close: 2/23/23
Material Close:
3/7/2023

JUNE
Outdoor Adventures
Special Section:
Faces of New Mexico
Ad Close: 3/29/23
Material Close:
4/11/2023

JULY
**100th Anniversary
Issue**
Ad Close: 5/2/23
Material Close:
5/9/2023

AUGUST
Night Skies
Ad Close: 5/30/23
Material Close:
6/6/2023

SEPTEMBER
Historic Las Vegas
Architecture
Ad Close: 7/4/23
Material Close:
7/11/2023

OCTOBER
Ballooning
Ad Close: 8/1/23
Material Close:
8/8/2023

NOVEMBER
NM in Film
Special Section:
Holiday Gift Guide
Ad Close: 9/5/23
Material Close:
9/12/2023

DECEMBER
**Holiday Makers/
True Heroes**
Special Section:
*True Heroes, Holiday
Gift Guide*
Ad Close: 10/3/23
Material Close:
10/10/2023

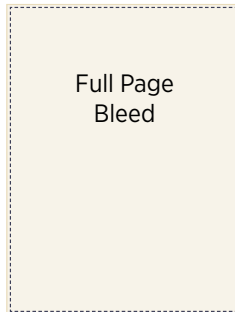
**JANUARY /
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Ad Close: 10/31/23
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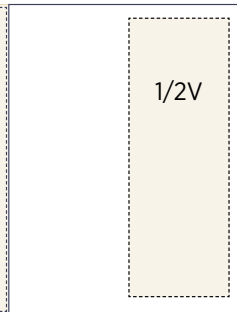
PRINT AD SIZES



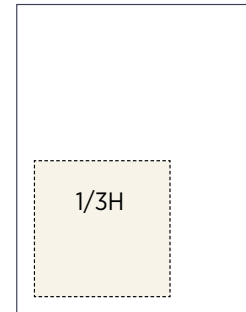
16.75x11 bleed 16.5x10.75 trim



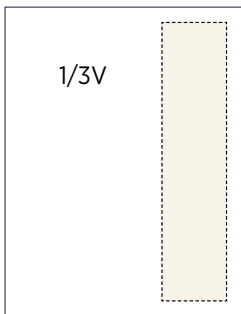
8.5x11 bleed
8.25x10.75 trim



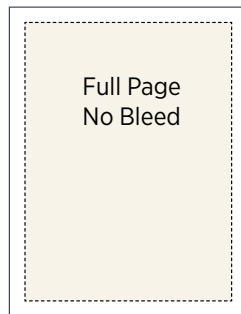
3.58x9.89



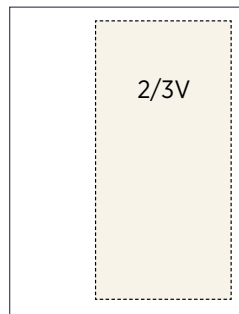
4.8375x4.85



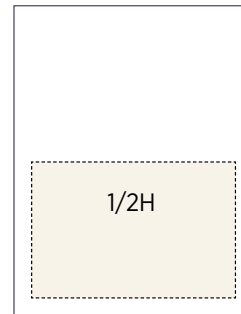
2.325x9.89



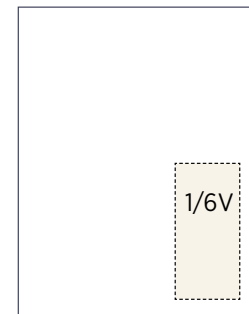
7.35x9.89



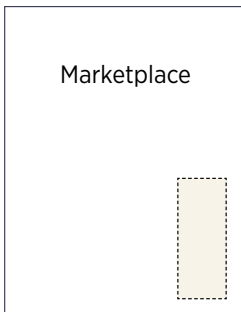
4.8375x9.89



7.35x4.85



2.325x4.85



1.75x4.30

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

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.

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

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