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.
New Mexico Magazine delivers the heartbeat of New Mexico.

### OUR AUDIENCE

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>130,000+</td>
</tr>
<tr>
<td>Twitter</td>
<td>51,000+</td>
</tr>
<tr>
<td>Instagram</td>
<td>20,000+</td>
</tr>
<tr>
<td>Newsletter</td>
<td>32,200+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Audience</td>
<td>472,200</td>
</tr>
<tr>
<td>Circulation</td>
<td>50,000</td>
</tr>
<tr>
<td>Readers</td>
<td>150,000</td>
</tr>
</tbody>
</table>

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

Source: Reader Survey conducted by B&C Consulting
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:

<table>
<thead>
<tr>
<th>General Print Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
<th>11x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,563</td>
<td>$4,346</td>
<td>$4,140</td>
<td>$3,944</td>
<td>$3,749</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>$8,034</td>
<td>$7,807</td>
<td>$7,436</td>
<td>$7,096</td>
<td>$6,695</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,770</td>
<td>$3,594</td>
<td>$3,419</td>
<td>$3,193</td>
<td>$3,090</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,915</td>
<td>$2,770</td>
<td>$2,647</td>
<td>$2,472</td>
<td>$2,369</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,906</td>
<td>$1,812</td>
<td>$1,730</td>
<td>$1,606</td>
<td>$1,565</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,050</td>
<td>$998</td>
<td>$947</td>
<td>$870</td>
<td>$830</td>
</tr>
<tr>
<td>Marketplace</td>
<td>$500</td>
<td>N/A</td>
<td>$450</td>
<td>N/A</td>
<td>$400</td>
</tr>
</tbody>
</table>

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.

2. Digital: space must be reserved one month in advance, materials due two weeks prior to run date.

Digital Display – Website

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>leaderboard 728 x 90 px — one month run on website</td>
<td>$500</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
</tr>
<tr>
<td>skyscraper ad 300 x 600 px — one month run on website</td>
<td>$850</td>
<td>$810</td>
<td>$770</td>
<td>$735</td>
</tr>
<tr>
<td>medium rectangle 300 x 250 px — one month run on website</td>
<td>$350</td>
<td>$330</td>
<td>$315</td>
<td>$300</td>
</tr>
</tbody>
</table>

Digital Display – Newsletter

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>medium rectangle 300 x 250 px — ad in one newsletter</td>
<td>$500</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
</tr>
</tbody>
</table>

Newsletter Subject Preview Line Add-On
Available with the purchase of a newsletter display ad. Up to 90 characters maximum. Subject to availability.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook post — 150 word maximum and one 1200 x 675 px image</td>
<td>$500</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
</tr>
<tr>
<td>twitter post — 280 characters maximum including hashtags and one 1200 x 675 px image</td>
<td>$250</td>
<td>$225</td>
<td>$215</td>
<td>$200</td>
</tr>
<tr>
<td>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.</td>
<td>$500</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>6 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,000</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,500</td>
</tr>
</tbody>
</table>

5. New Mexico Tourism Visitor Center — Video Display

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

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>visitor center only — one month</td>
<td>$750</td>
<td>$675</td>
<td>$635</td>
<td>$595</td>
</tr>
<tr>
<td>video ad on newmexicomagazine.org — one month</td>
<td>$750</td>
<td>$675</td>
<td>$635</td>
<td>$595</td>
</tr>
<tr>
<td>visitor centers and website — one month</td>
<td>$1000</td>
<td>$900</td>
<td>$845</td>
<td>$795</td>
</tr>
</tbody>
</table>
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
Spas and Resorts 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 / FEBRUARY 2024
Double Issue Photo Contest
Ad Close: 10/31/23
Material Close: 11/7/2023

newmexicomagazine.org
### PRINT AD SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Spread</td>
<td>16.75x11 bleed 16.5x10.75 trim</td>
</tr>
<tr>
<td>Full Page No Bleed</td>
<td>2.325x9.89</td>
</tr>
<tr>
<td>1/3H</td>
<td>1.75x4.30</td>
</tr>
<tr>
<td>1/3V</td>
<td>16.75x11 bleed 16.5x10.75 trim</td>
</tr>
<tr>
<td>1/2V</td>
<td>8.5x11 bleed 8.25x10.75 trim</td>
</tr>
<tr>
<td>1/2H</td>
<td>7.35x9.89</td>
</tr>
<tr>
<td>1/6V</td>
<td>4.8375x9.89</td>
</tr>
<tr>
<td>2/3V</td>
<td>7.35x4.85</td>
</tr>
<tr>
<td>3.58x9.89</td>
<td>4.8375x4.85</td>
</tr>
</tbody>
</table>

### CONTACT

**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

### 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 JPEG and GIF files
- File size can be a maximum of 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.