

ADVERTISING MEDIA KIT 2024

New Mexico MAGAZINE



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



146,000+

Facebook Followers



51,300+

X (formerly Twitter) Followers



23,000+

Instagram Followers



37,500+

Newsletter Subscribers

537,200

Monthly Audience

46,000

Circulation

138,000

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

141,400

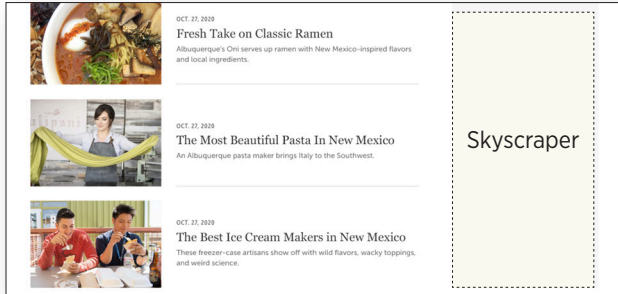
Average Monthly Web Page Views



DIGITAL AD SIZES



728 x 90



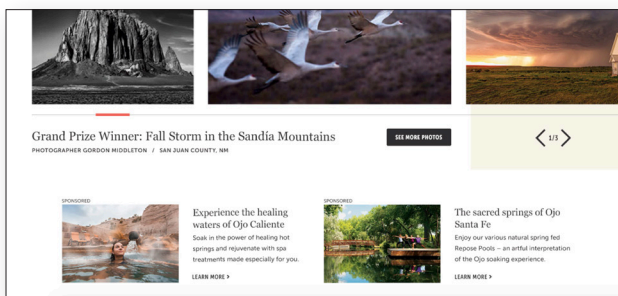
300 x 600



300 x 250



Website Advertorial Premium Position on Home Page

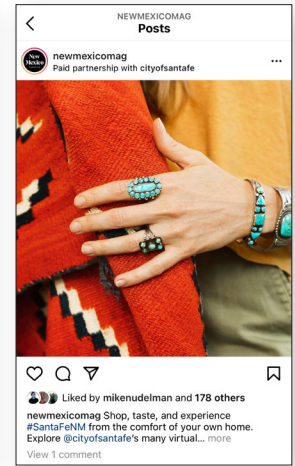


Website Advertorial Home Page Promotion

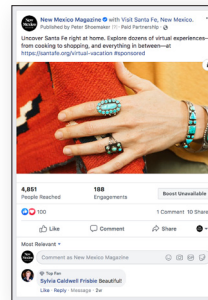
NEWSLETTER / SOCIAL AD SIZES



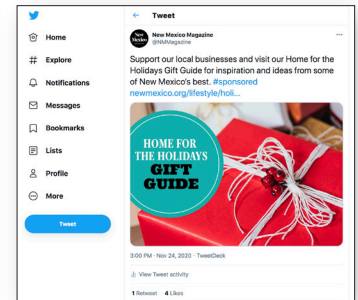
Sponsored Newsletter



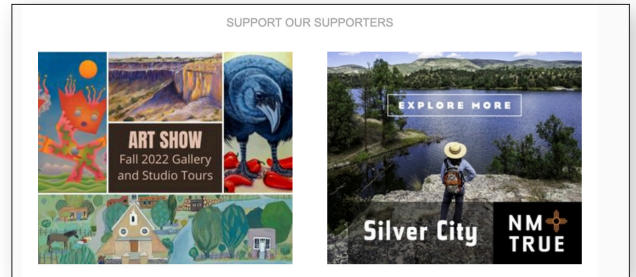
Instagram Post



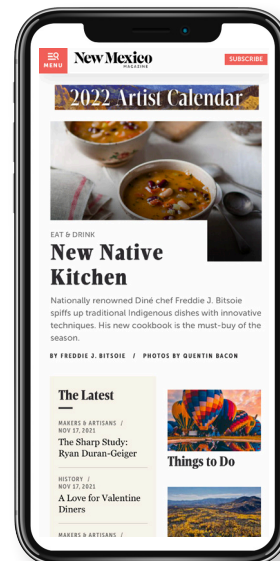
Facebook Post



Twitter Post



Digital Display Newsletter



THE CALENDAR

**JANUARY /
FEBRUARY 2023**
**Double Issue Photo
Contest**
Ad Close: 11/15/23
Material Close:
11/22/2023

MARCH
Unique Stays
Ad Close: 1/2/24
Material Close:
1/9/2024

APRIL
Gila Wilderness
Special Section:
Retirement
Ad Close: 1/30/24
Material Close:
2/6/2024

MAY
Food Issue/Tacos
Ad Close: 3/5/24
Material Close:
3/12/2024

JUNE
Summer Fun
Special Section:
Faces of New Mexico
Ad Close: 4/2/24
Material Close:
4/9/2024

JULY
Water in New Mexico
Ad Close: 4/30/24
Material Close:
5/7/2024

AUGUST
Guided New Mexico
Ad Close: 6/4/24
Material Close:
6/11/2024

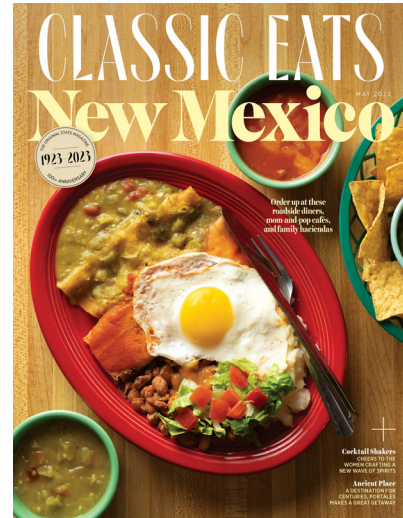
SEPTEMBER
Western Fashion
Ad Close: 7/2/24
Material Close:
7/9/2024

OCTOBER
Roadhouses & Saloons
Ad Close: 7/30/24
Material Close:
8/6/2024

NOVEMBER
Film in New Mexico
Special Section:
*Holiday Gift Guide &
Non-Profit Giving Guide*
Ad Close: 9/3/24
Material Close:
9/10/2024

DECEMBER
Holidays
Special Section:
*True Heroes, Holiday
Gift Guide & Non-Profit
Giving Guide*
Ad Close: 10/1/24
Material Close:
10/8/2024

**JANUARY /
FEBRUARY 2024**
**Double Issue Photo
Contest**
Ad Close: 11/12/25
Material Close:
11/19/2025



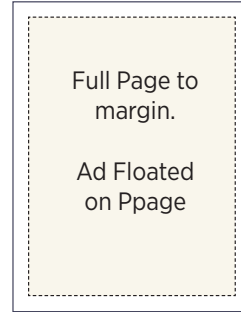
PRINT AD SIZES



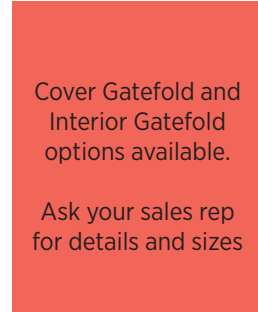
16x10.75 bleed 15.75x10.5 trim



8.125x10.75 bleed
7.875x10.5 trim

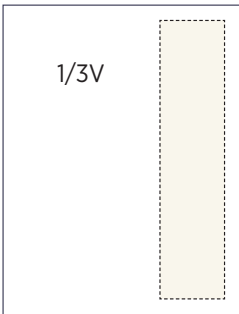


6.975x9.5

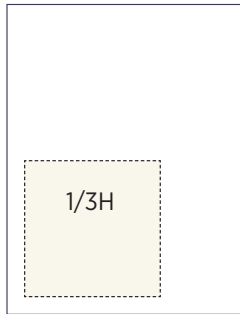


Cover Gatefold and
Interior Gatefold
options available.

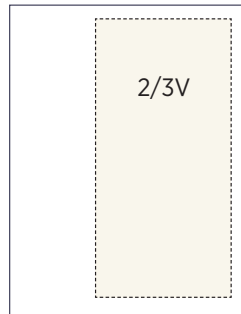
Ask your sales rep
for details and sizes



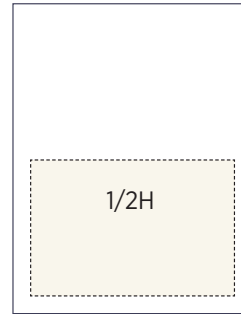
2.2x9.4997



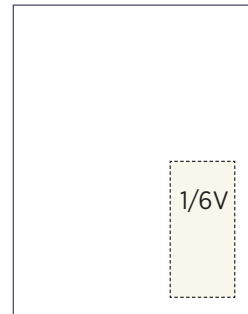
4.5875x4.6724



4.5875x9.5



6.975x4.6663



2.2x4.6663



1.6442x3.9965

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

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