Travelers looking for vacation inspiration will find page after page of rich information and awe-inducing photography in the 2024-2025 New Mexico True Adventure Guide. This annual publication is produced and distributed by the state’s ultimate travel experts—the New Mexico Tourism Department and New Mexico Magazine. Readers use the guide in print and in digital formats for trip planning and as a trusted companion to authentic travel experiences. The True Adventure Guide is the best tool for reaching travelers year-round.
Print Distribution

Reach more than 900,000 of your prime prospects through 300,000 printed copies and thousands of digital downloads. The Guide will be available on newsstands at most nationwide Barnes & Noble and Books-A-Million stores (Additional retail newsstands may be added.) Guides with a winter cover will be distributed in the fall and winter. A three-season, temperate-weather cover is distributed the remainder of the year.

- 60,000 copies of the 2024-2025 True Adventure Guide will be distributed to more than 150 hotels and resorts across the state year-round.
- Requests Welcome: About 30,000 copies are sent to travelers who call or click to order the free guide to plan a trip.
- 10,000 copies are distributed to AAA offices across the country.
- Thousands of Guides are distributed at New Mexico Visitor Information Centers, Convention and Visitors Bureaus, and Chambers of Commerce, as well as a variety of events and trade shows

Digital Distribution

TOTAL VISITS
161,018
TOTAL PAGEVIEWS
2,074,726
UNIQUE PAGEVIEWS
1,489,792
AVERAGE TIME SPENT PER READER
10 minutes 7 seconds

A free digital edition is available with interactive links to connect with advertisers at newmexico.org/plan/guide.
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w 15.75 x h 10.5

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w 6.975 in x h 4.6663 in

full page to margins
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full page w bleed
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