

# NEW MEXICO TRUE

## ADVENTURE GUIDE

NEW AD SIZES  
BEGINNING WITH THE  
2024-25 GUIDE



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.

ADVERTISING MEDIA KIT 2024-2025

# 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**

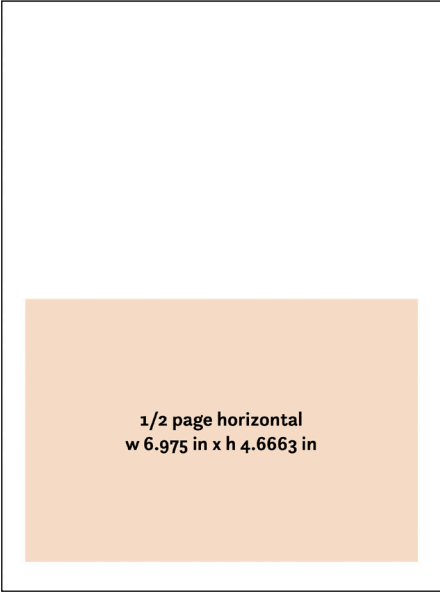
**UNIQUE PAGEVIEWS**  
**1,489,792**

**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](http://newmexico.org/plan/guide).





# Advertisement Layout Diagrams

