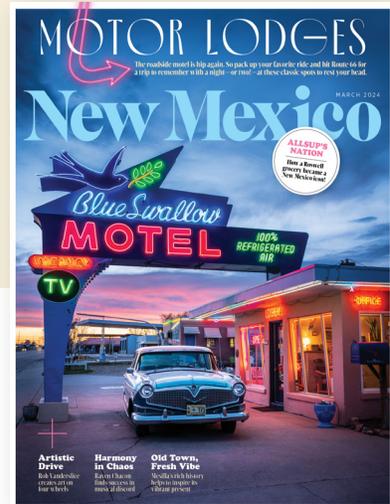


ADVERTISING MEDIA KIT 2025

New Mexico

MAGAZINE

International
Regional Media
Association
MAGAZINE
OF THE YEAR 2024



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



150,000+

Facebook Followers



52,200+

X (formerly Twitter) Followers



25,500+

Instagram Followers



37,800+

Newsletter Subscribers

539,345

Monthly Audience

43,430

Circulation

130,000

Readers

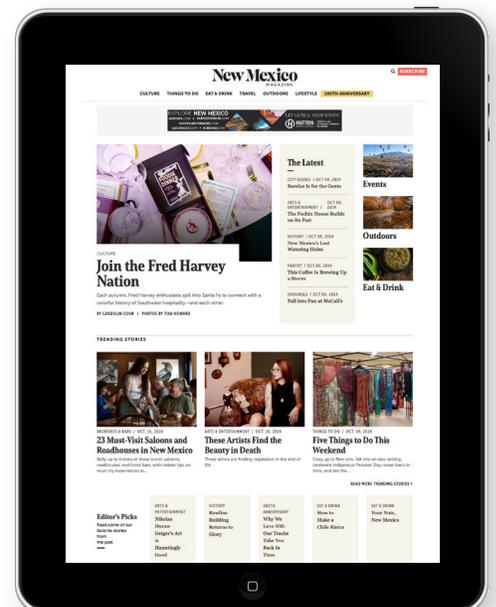
- 93% are college educated.
- 93% read every issue.
- 85% visited an attraction after seeing an ad in the magazine.
- 84% will buy jewelry in New Mexico this year.
- 73% will buy art in New Mexico this year.
- 63% visited an advertiser's website after seeing an ad in the magazine.

- \$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

Source: Reader Survey conducted by B&C Consulting

144,554

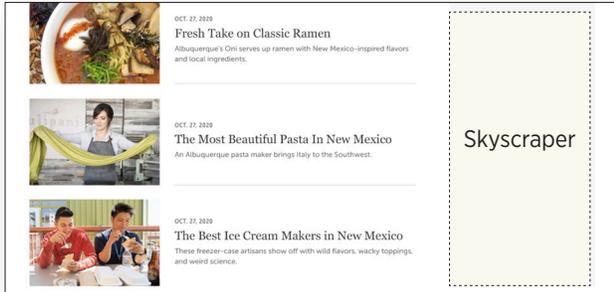
Average Monthly Web Page Views



DIGITAL AD SIZES



728 x 90



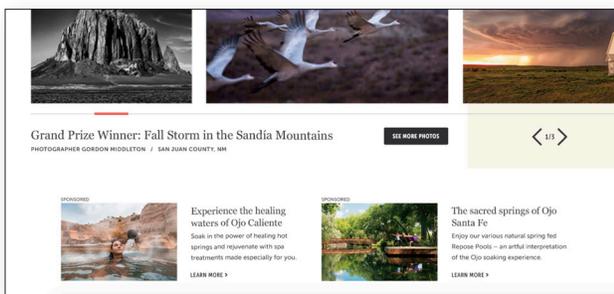
300 x 600



300 x 250



Website Advertorial Premium Position on Home Page



Website Advertorial Home Page Promotion

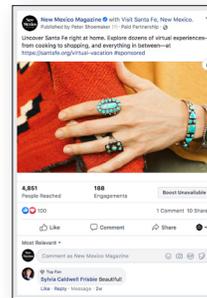
NEWSLETTER / SOCIAL AD SIZES



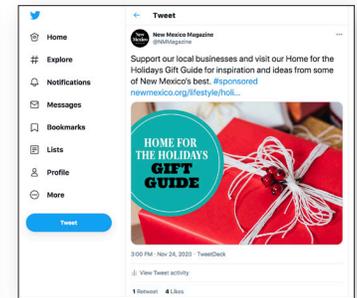
Sponsored Newsletter



Instagram Post



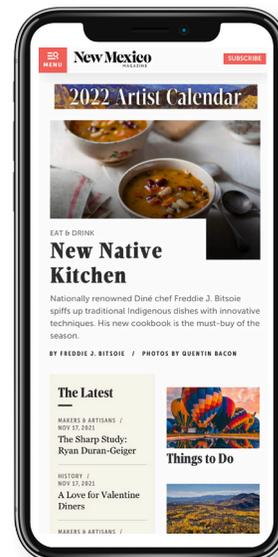
Facebook Post



Twitter Post



Digital Display Newsletter



THE CALENDAR

**JANUARY /
FEBRUARY 2025**
**Double Issue:
Photo Awards**
Ad Close: 11/12/24
Material Close:
11/19/2024

MARCH
Luxury Stays
Ad Close: 12/31/24
Material Close:
1/7/2025

APRIL
**Going to the
Valles Caldera**
**Special Section:
Retirement**
Ad Close: 1/28/25
Material Close:
2/4/2025

MAY
Food Issue
Ad Close: 3/4/25
Material Close:
3/11/2025

JUNE
Summer Fun
**Special Section:
Faces of New Mexico**
Ad Close: 4/1/25
Material Close:
4/8/2025

JULY
Wildlife Issue
Ad Close: 4/29/25
Material Close:
5/6/2025

AUGUST
Music Issue
Ad Close: 6/3/25
Material Close:
6/10/2025

SEPTEMBER
**NM State Fair/
Destination Weddings**
Ad Close: 7/1/25
Material Close:
7/8/2025

OCTOBER
TBA
Ad Close: 7/29/25
Material Close:
8/5/2025

NOVEMBER
TBA
**Special Section:
Holiday Gift Guide &
Non-Profit Giving Guide**
Ad Close: 9/2/25
Material Close:
9/9/2025

DECEMBER
Holidays
**Special Section:
True Heroes, Holiday
Gift Guide & Non-Profit
Giving Guide**
Ad Close: 9/30/25
Material Close:
10/7/2025

**JANUARY /
FEBRUARY 2026**
**Double Issue Photo
Awards**
Ad Close: 11/12/25
Material Close:
11/18/2025



New Mexico Tourism Visitor Profile

44% of travelers were
motivated to visit a
museum or gallery

34% participated in that
activity

New Mexico Tourism Visitor Profile

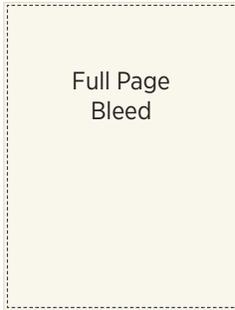
57% of travelers were
motivated to take in
American Indian
culture and history.

26% participated in that
activity.

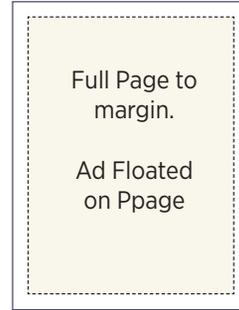
PRINT AD SIZES



16x10.75 bleed 15.75x10.5 trim



8.125x10.75 bleed
7.875x10.5 trim

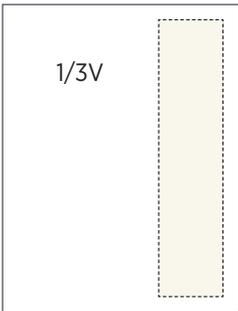


6.975x9.5

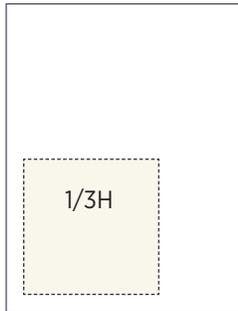


Cover Gatefold and Interior Gatefold options available.

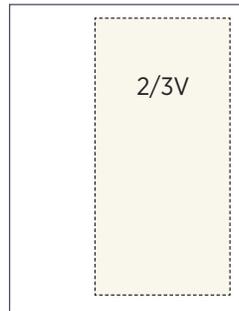
Ask your sales rep for details and sizes



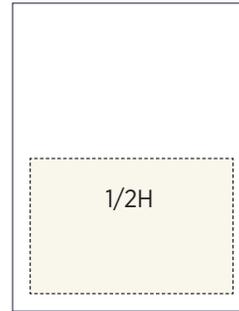
2.2x9.4997



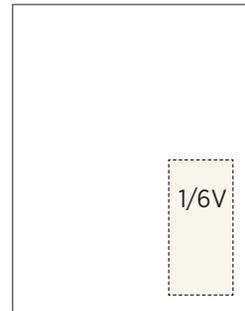
4.5875x4.6724



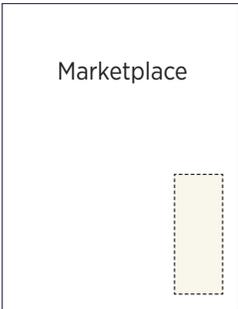
4.5875x9.5



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

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