

## NEW WEBSITE. GREATER REACH. AN EVEN BETTER WAY TO HAVE IMPACT!

With over 1.6 million page views a year, nmmagazine.com represents a significant opportunity for advertisers who wish to engage deeply with the website's audience.

**VISITOR OVERVIEW**  
 More than 355,000 unique visitors a year  
 More than 1.6 million page views  
 Average time on site: over 1½ minutes  
 Average page views per visit: 5  
 40% male  
 60% female  
 30% live in New Mexico

Medium Rectangle

Medium Rectangle

Effective January 2017  
**DIGITAL DISPLAY ADVERTISING RATES**

### 1. WEBSITE ADVERTISING

Advertisers can reach website readers economically with the most standard display ad type: a medium rectangle (300x250). The ad has run-of-site with the sole exception of sponsored content pages (which carry no advertising). **Limited to 12 advertisers every month.**

Standard Website Advertising Rates	1 month	6 mos.	12 mos.
Medium Rectangle 300 x 250 px	\$500	\$2,500	\$4,800

### 2. NEWSLETTER ADVERTISING

*New Mexico Magazine* sends two newsletters a month to nearly 30,000 opt-in recipients who are passionate about New Mexico. Advertisers can take advantage of our high open (24%-30%) and click-through rates (2.6%-5%) to reach readers interested in New Mexico products, services, events, and places. There are generally four advertisers per mailing, each represented with a standard medium rectangle display ad (300x250). **Limited to 8 advertisers every month (4 per newsletter).**

Standard Newsletter Advertising Rates	1x	6x	12x
Medium Rectangle 300 x 250 px	\$500	\$2,500	\$4,800

### Run-of-Site

All display advertising is run-of-site. This means that display ads display randomly throughout the site on every page. Every page has at least 3 ads (with the exception of sponsored content pages where no ads run).

### DISPLAY DEADLINES

Month	Artwork Due	Month	Artwork Due
January	Oct. 18, 2016	July	Apr. 18, 2017
February	Nov. 22, 2016	August	May 23, 2017
March	Dec. 19, 2016	September	Jun. 20, 2017
April	Jan. 16, 2017	October	Jul. 25, 2017
May	Feb. 21, 2017	November	Aug. 22, 2017
June	Mar. 21, 2017	December	Sept. 19, 2017

### DISPLAY SPECS

#### Web-optimized files are required

- All ads must be complete and ready to upload.
- All elements must be converted to RGB.
- Files should be no larger than 60KB.
- We accept the following file types: JPG, GIF, PNG.
- Ads can be hotlinked to client's website (provide website address).

The New Mexico Magazine website is an initiative of New Mexico Magazine, a financially-independent Enterprise Fund of the Department of Tourism.

## NEW DIGITAL ADVERTORIAL PROGRAMS!

Deliver your advertising message directly to readers with style and integrity that matches nmmagazine.com and *New Mexico Magazine* editorial content. We help you tell your story directly to our engaged audience. Choose from an Event Listing format or Profile format. Get your message out to new customers.



Sponsored Newsletter

Sponsored Post



## DIGITAL CONTENT RATES

### 1. EXCLUSIVE ADVERTORIAL NEWSLETTER

Because of unusually high open and click-through rates for *New Mexico Magazine* newsletters, a sponsored content exclusive email to our 30,000 person newsletter subscriber base is an excellent way to deliver your message directly. This is a co-branded newsletter; content is created by us, in collaboration with you.

**Sold on first-come basis—only one available per month.**

Co-Branded / Sponsored Newsletter	\$2,000
Rate is for one single-sponsored newsletter distributed to our list. Price includes content creation of 750 words and design (photography provided by advertiser). Please contact your sales rep for details.	

### 2. ONLINE ADVERTORIAL

With over 1.6 million page views a year, nmmagazine.com represents a significant opportunity for advertisers who wish to engage deeply with the website's audiences through sponsored content. The piece we create together can highlight information, events, places, or organizations of interest to New Mexico residents and visitors.

Custom Online Content	\$2,000
Rate is for custom online sponsored content on nmmagazine.com. Price includes content creation of 750 words and design (photography provided by advertiser). Price includes a shareable digital file. Please contact your sales rep for details.	

» **EVENT LISTING FORMAT** Promote a variety of events grouped by date, location, or theme.

» **PROFILE FORMAT** Highlight a person, business, event, or destination in a magazine-style story.

### + SPONSORED CONTENT: MULTI-PLATFORM

Sponsored Full-Page Print Content	\$5,250
<b>Add-On Only</b> Newsletter distribution of advertorial	\$850
<b>Add-On Only</b> Online publication of advertorial	\$850
Facebook ( <b>Full-Page Add-On Only</b> )	\$500
Facebook rate is for one single-sponsored ad per month. Available only in conjunction with the purchase of a full-page print ad.	

### ADVERTORIAL SPECS

- Sponsored content will be developed on a timeline appropriate to client needs and the magazine production cycle. Sponsored content will require up to six weeks for production.
- Content provided to advertising production department includes marketing contacts, existing professional photography, and draft/outline of advertorial topics or facts.
- Sales representatives can provide advertorial standards and guidelines.

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