



2017 ADVERTISING MEDIA KIT

New Mexico

MAGAZINE





READER PROFILE

New Mexico Magazine creates loyal relationships with its readers that inspire and endure. The advertising and editorial mix has delighted and cultivated the interests and passions of readers for the past 95 years. *New Mexico Magazine* readers are savvy consumers who enjoy art, travel, outdoor activities, great food—and all things New Mexico.

NEW MEXICO MAGAZINE

READERS BY THE NUMBERS

300,000+ MONTHLY AUDIENCE

70,000 Circulation / **160,000** Readers

110,000+ Facebook Followers

40,000+ Monthly Unique Website Visits

32,500+ Twitter Followers

30,000+ e-Newsletter Subscribers

THE AVERAGE READER:*

Has an annual household income of \$121,134

Has a total net worth of \$1,066,990

Has been a subscriber for 10 1/2 years

Spends 1.8 hours reading each issue

86% Of readers living outside of NM hope to buy a home in NM one day

56% Are female & **44%** Are male

87% Are planning 2 overnight trips in NM this year and will be staying an average of 8 nights

84% Will buy jewelry in NM this year

74% Will buy clothing and accessories in NM this year

73% Will buy art in NM this year

93% Are college educated

50% Have completed post-graduate studies

93% Read every issue

85% Save back issues of the magazine and refer to each issue more than 4 times

85% Visited an attraction as a result of reading an ad in the magazine

70% Dined in a restaurant as a result of reading an ad in the magazine

63% Visited an advertiser's website as a result of reading an ad in the magazine

ADVERTISING RATES

Effective Issue Date: January 2017

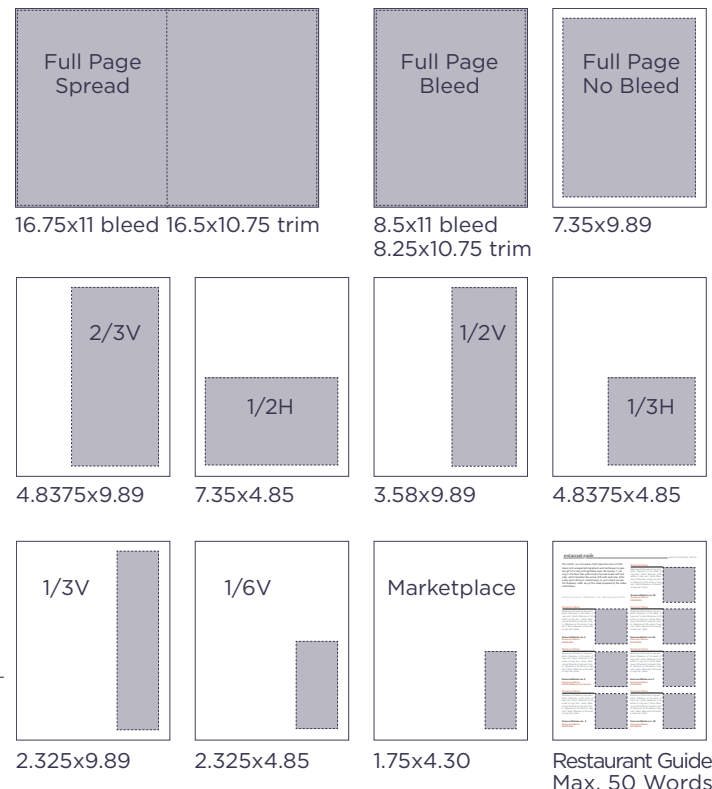
General Print Rates	1x	3x	6x	9x	12x
Full Page	\$4,220	\$4,020	\$3,830	\$3,650	\$3,475
Full Page Spread	\$7,630	\$7,220	\$6,880	\$6,560	\$6,250
2/3 Page	\$3,490	\$3,330	\$3,170	\$3,020	\$2,875
1/2 Page	\$2,700	\$2,570	\$2,450	\$2,330	\$2,225
1/3 Page	\$1,770	\$1,680	\$1,600	\$1,520	\$1,450
1/6 Page	\$980	\$930	\$880	\$830	\$795
New Mexico Marketplace	\$400	\$400	\$400	\$400	\$400
Restaurant Guide	\$400	\$400	\$400	\$400	\$400
Back Cover					Additional 10%
Inside Front Cover					Additional 10%
Inside Back Cover					Additional 10%

Ads may appear on a left or right hand page and may be grouped with other advertisements. For a guaranteed ad position add 10% (subject to availability). For detailed specifications and additional information please visit: www.nmmagazine.com/advertise.

DIGITAL MEDIA

New Mexico Magazine offers a variety of digital advertising opportunities that take full advantage of our website, newsletter, and social media. Please contact your sales representative for more information.

AD SIZES



EDITORIAL ENVIRONMENT

New Mexico Magazine offers a captivating reader experience with engaging design and energetic pacing. Each issue contains a fascinating mix of award-winning features, departments, and event guides, encompassing the rich diversity of the entire state. New in 2017 is “Heart of NM”—a year’s worth of stories that drive to the core of what makes New Mexico special by some of the best writers, photographers, and artists in the state.

2017 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL
<p>The Heart of NM</p> <p>Space Close: Oct. 11, 2016 Materials Due: Oct. 18, 2016 Reaches Readers: Dec. 20, 2016</p>	<p>Photo Contest and Romance</p> <p>Space Close: Nov. 15, 2016 Materials Due: Nov. 22, 2016 Reaches Readers: Jan. 17, 2017</p>	<p>Readers’ Choice Dining</p> <p>Space Close: Dec. 12, 2016 Materials Due: Dec. 19, 2016 Reaches Readers: Feb. 14, 2017</p>	<p>The Home Issue</p> <p>Space Close: Jan. 9, 2017 Materials Due: Jan. 16, 2017 Reaches Readers: Mar. 14, 2017</p>
MAY	JUNE	JULY	AUGUST
<p>The Outdoors Issue</p> <p>Space Close: Feb. 14, 2017 Materials Due: Feb. 21, 2017 Reaches Readers: Apr. 18, 2017</p>	<p>Readers’ Choice Travel Awards</p> <p>Space Close: Mar. 14, 2017 Materials Due: Mar. 21, 2017 Reaches Readers: May 16, 2017</p>	<p>Hidden Gems</p> <p>Space Close: Apr. 11, 2017 Materials Due: Apr. 18, 2017 Reaches Readers: Jun. 13, 2017</p>	<p>Made in the Heart of NM</p> <p>Space Close: May 16, 2017 Materials Due: May 23, 2017 Reaches Readers: Jul. 18, 2017</p>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Homecoming</p> <p>Space Close: Jun. 13, 2017 Materials Due: Jun. 20, 2017 Reaches Readers: Aug. 15, 2017</p>	<p>Fall Getaways</p> <p>Space Close: Jul. 18, 2017 Materials Due: Jul. 25, 2017 Reaches Readers: Sept. 19, 2017</p>	<p>Art Capital of the Southwest</p> <p>Space Close: Aug. 15, 2017 Materials Due: Aug. 22, 2017 Reaches Readers: Oct. 17, 2017</p>	<p>Holiday Issue</p> <p>Space Close: Sept. 12, 2017 Materials Due: Sept. 19, 2017 Reaches Readers: Nov. 14, 2017</p>



Magazines show the highest return on advertising spend—the ultimate key performance indicator.

—source: Nielsen Catalina Solutions, 2015

Cancellations: Contracts canceled after the space closing deadline will require full ad payment. Short rates will apply to all canceled frequency contracts. See complete rules and regulations on the insertion order.

New Mexico Magazine reserves the right, but is not under any obligation to:

- Review or request changes to any advertisement scheduled for insertion.
- 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.
- Review any advertisement to determine the appropriateness of the advertisement for the *New Mexico Magazine* audience.

*Source—September, 2015 Reader Survey conducted by B&C Consulting

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New Mexico Magazine is proud to be part of the New Mexico Tourism Department.

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RECENT AWARDS

NEW MEXICO GOVERNOR'S AWARD FOR EXCELLENCE IN THE ARTS 2016

THE INTERNATIONAL REGIONAL MAGAZINE ASSOCIATION 2016

Runner-up: Magazine of the Year

Writer of the Year

Gold Award, Travel Feature

Silver Award, Arts & Culture Feature

Award of Merit, Art Direction

Award of Merit, General Feature

Award of Merit, Profile

SPECIAL ISSUES AND READER PARTICIPATION

February ISSUE PHOTO CONTEST

March READERS' POLL DINING

June READERS' POLL TRAVEL



GIVING BACK TO OUR COMMUNITY: The Subscriptions for Students initiative is new for 2017! Through donations, grants, and sponsorships our goal is to deliver the magazine to every student in the state, from middle school through college. *New Mexico Magazine* has relevance to studies of history, geography, reading, writing, social studies, culture, and the arts. By engaging with magazine content as part of classroom and free-time material, students will be exposed to the state in ways that would not normally be covered in standardized textbooks. Be a part of sharing the best of our state with the future of our state by donating or being a corporate sponsor.

To learn more contact us at circ@nmmagazine.com.



NEWSSTAND DISTRIBUTION

