



Focus: The Holidays, New Mexico-style

As the snow falls, families plan their winter getaways and holiday celebrations. This month, *New Mexico Magazine* highlights skiing and other outings (whether you want to embrace winter or escape it), holiday events, and Southwestern ways to deck the halls.

In every issue:

Going Places {Click here to view layout}

See the Festival of the Trees in Taos, take in Red River's culinary scene, and find out how and where to celebrate the Feast Day of Guadalupe.

Calendar of Events {Click here to view layout}

This sleek, new layout faces an advertising slot that's the ideal position for a performing arts organization seeking to reach readers who love art exhibits, music, the theatre, galas, and other such events.

King of the Road

Every month, Lesley S. King heads off the beaten path on a new adventure. This month, she takes in the electric light parade in Belen.

Artscapes

Just in time for the holidays, Johnny Boggs takes a look at New Mexico's traditional and contemporary religious art.

Bringing It Home {Click here to view layout}

The prime position facing the first page of the section, which includes standing favorites like "Southwest Flavor," the "Unique Boutique" product section, and "One of our 50 is Missing," is perfect for any business related to fine art, home furnishings, real estate, or any other organization seeking to reach readers who buy New Mexico products for their homes. In December: Writer, photographer, chef, and culinary anthropologist Lois Ellen Frank stirs up a Pueblo feast for the holidays.



Travel Guide --This issue includes our beautiful "Travel Guide" section solely devoted to hospitality and travel advertisers. The "Travel Guide" appears four times during the year - March, June, September and December - and our readers use information in this section to assist them in their upcoming travel plans within the state.

"Travel Guide" terms require a commitment to run a 1/4 or 1/2 page, full-color ad three times in the year. As a bonus, your business name will appear on a Reader Service Card. We will e-mail leads of people requesting additional information from your company. Advertise today in this valuable and effective section.



Advertise Today! *New Mexico Magazine* fills the bill for more than 300,000 dedicated readers each month, folks scattered in every corner of the globe who share one thing in common: a burning passion for the Land of Enchantment.

Our readers are loyal to our magazine and just can't get enough of the

state. According to our studies, 71% of our readers use *New Mexico Magazine* for Travel plans. And 65% of our subscribers have purchased a product due to an ad they saw in *New Mexico Magazine*. 47.5% of readers will use advertising that catches their eye while 34.4% find ads very interesting and use when shopping.

- 119,115 net press run
- 88,242 paid subscribers
- 3,643 issues sold on newsstands throughout the Southwest and nationwide
- 19,539 issues placed in hotel rooms statewide
- 7,691 bonus distribution (Visitors Centers, Chambers, Tourism Events, etc.)

Call today to reserve space in the New Mexico Magazine!

Call (505) 827-7447
Send e-mail to:
advertise@nmmagazine.com
web: www.nmmagazine.com

Deadlines for Advertising

Space Reservation: 9/1/10
Completed Files: 9/10/10
Subscribers will receive the December issue Nov. 12-19