

New Mexico

MAGAZINE

July 2010



Focus: Folk Art-around the world to New Mexico

This month, an estimated 20,000 folk-art lovers will arrive at the Santa Fe International Folk Art Market. With 100+ artists from more than 40 countries, go around the world in a day in our first-ever feature focusing on this ever-growing event. Also this month: Our colorful photo portfolio of Santa Fe's Spanish Market. Plus: part III of our summer Weekend Getaways series takes you on a hipsters hang-out in Albuquerque, a foodie fantasy tour in Santa Fe, a family fun fest in

Farmington, and a mountain excursion to the Enchanted Circle.

Going Places

<http://viewer.zmags.com/publication/8810a5aa#/8810a5aa/10>

The prime advertising position facing the first page of the section is the ideal slot for any travel-related business or organization seeking to reach New Mexico lovers on the move.

In this issue: Las Vegas, Corrales, Cloudcroft, Los Alamos, Truth or Consequences, Arroyo Seco, Elephant Butte Lake, and more.

N.M. Culture Section -- We invite readers to enjoy our special section that will focus on New Mexico's amazing culture. This section explores many of New Mexico's cultural events--everything from fairs and festivals to performing arts venues throughout the state. This is the perfect opportunity to inform readers about your various shows, performances and activities, which will entice them to visit your establishment. Many of our readers enjoy the amazing performing arts, which New Mexico offers and would like to know where they may experience these events.

New Mexico Magazine general rates and ad sizes will be used for pricing. Ads in the culture supplement contribute to

Calendar of Events

<http://viewer.zmags.com/publication/8810a5aa#/8810a5aa/18>

This sleek, new layout faces a right-hand page 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. This layout can be designed to offer a right read ad facing the Calendar of Events.

King of the Road

Every month, Lesley S. King heads off the beaten path on a new adventure. This month, she visits a gateway to outdoor adventure: Cuba.

Artscapes

Hightail it to the territory best known for Billy the Kid to discover Lincoln's summer studio tour

Bringing It Home

<http://viewer.zmags.com/publication/8810a5aa#/8810a5aa/52>

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 revel in the New Mexico lifestyle. This month: Entertain in upscale, low-key style with our Santa Fe Opera tailgate how-to.



frequency discount. Qualifying advertisers will be included on *New Mexico Magazine's* reader response card. Advertisers will each be given two event listings, including the name of event, dates and contact phone number. This event listing will only be available for participating display advertisers. The supplement will be inserted in the July issue of the *New Mexico Magazine*. The size will be approximately eight pages, depending upon the amount of advertisers' support. It will have its own cover and be printed on magazine stock. We will print 5,000 overruns and distribute them throughout the New Mexico Dept. of Tourism Welcome Centers and local businesses.



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: 4/1/10

Completed Files: 4/9/10

Subscribers will receive the July issue June 11-18