



New Mexico Style

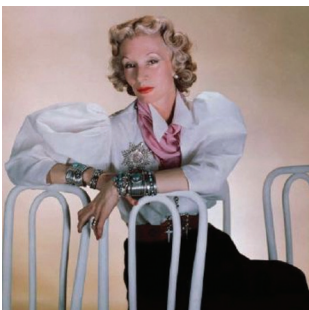
In our ongoing celebration of New Mexico's centennial, we take a retrospective look at some of the 20th century's most influential residents, who shaped the state's unique identity. We revisit the tastemaking women who put Taos on the international cultural map, and recognize anew the architect who defined New Mexico style. To keep things up to date, we locate shops around the state that sell furnishings and decor that impart a neo-traditional touch of New Mexico to any home.

Features

WOMEN OF STYLE: Local author Cherie Burns reveals how three women of Taos—Millicent Rogers, Agnes Martin, and Mabel Dodge Luhan—influenced fashion, art, and literature in New Mexico and beyond. Plus: Where to see their work.

JOHN GAW MEEM: Few other architects have so defined New Mexico style as John Gaw Meem. We take a look at his life and how he shaped the New Mexico we experience today. Plus: Where readers can view his architectural legacy, from the campus of the University of New Mexico to the Forked Lightning Ranch in Pecos National Park.

25 REASONS TO LOVE ALBUQUERQUE: Staff editor Ashley M. Biggers—an unabashed booster—reveals 25 ways to best experience her hometown, from the top wine bars to the best hiking spots in the Duke City.



In Every Issue

GOING PLACES:

We identify a handful shopping spots to buy “only in New Mexico” home furnishings. Now that golf weather is officially here, it's time to catch up with PGA player Notah Begay as he hits the course at Inn of the Mountain Gods.

ARTSCAPES:

In honor of the annual pilgrimage to Santuario de Chimayó, Johnny D. Boggs tours the local galleries to discover weaving, woodcarving, and more.

TASTING NM:

Just in time for Spring, James Beard award-winning author Cheryl Alters Jamison reishes prime local lamb.

BACK PAGE:

A look back at one of the most distinctive vintage covers from our 90-year history—a collectible nostalgia trip.

Audience

New Mexico Magazine delivers the largest and most loyal audience statewide: affluent, well-traveled, and highly educated, with a passion for the best the state has to offer. Our readers share a deep connection to the Land of Enchantment, with frequent travel to—and within—the state, taking in the sights, arts and cultural resources. According to a recent readership survey, 78% of our readers traveled to destinations advertised in the magazine, 92% indicated their preference to buy New Mexico products, and 84% are influenced by advertising in the magazine.

94,221 Total Qualified Circulation*
78,912 Paid Subscribers
2,373 Paid Newsstand Copies
12,936 Hotel Room Distribution

* June 2011 BPA Statement

CALL TODAY TO RESERVE SPACE IN NEW MEXICO MAGAZINE!

Kristen Warner and Patti Kislak
(505) 989-4448
(866) 989-4448 toll free
Kristen: newmexmag@gmail.com
Patti: pattinewmexmag@gmail.com
Debra Houlberg: adsnewmex@gmail.com

DEADLINES FOR ADVERTISING

Space Reservation: Jan. 2, 2012
Completed Files Due: Jan. 10, 2012
Issue Reaches Subscribers: Mar. 12-19, 2012
On Sale: Mar. 20, 2012