



EDITORIAL STATEMENT



THE Magazine is the ambassador for contemporary arts and culture in Santa Fe and New Mexico.

Since 1992, *THE* has been the voice of creative work in New Mexico. It is our mission to continue to lead as a hub that brings creatives together with culture consumers, elevating the Southwest's contemporary arts and culture market with an emphasis on critical perspectives and informed dialogue.

THE Magazine exists to share ideas, inspire engagement, and create points of contact. We not only provide visibility, but lend credibility to creative work through the authentic voices in our media, and help to create a dialogue on critical issues within our community. At *THE Magazine* we value integrity, intelligent discourse, and close community relationships, and we operate with a dedication to diversity and inclusivity.

For New Mexico-based businesses who are dissatisfied with generic publications that do not target a specific audience, our publication is a reputable alternative with a niche, high-caliber readership. Most importantly, we provide our advertisers with credibility and key brand association through our respected content, editorial integrity, and high quality advertising clients.



FEATURE ARTICLES

From poetic narratives to interviews and reportage that tackles topical issues, our feature content is responsive and fluid. Our nimbleness and range allows us to cover multiple angles of the contemporary scene and keeps readers engaged.



MEET YOUR MAKERS

Santa Fe is home to an active culture of makers of all ilk: from traditional ceramics to cutting edge architecture. In these profiles we highlight applications of creativity beyond the fine arts.



CALENDAR

Our free calendar listings are a beloved resource for locals and visitors alike. *THE's* calendar is a community hub for listing exhibition openings, artist talks, performances, calls for artists, and more.

THE PRINTED PAGE

This series offers local graphic designers and illustrators a place to showcase their creative work, and brings original art into the pages of this free publication.

EXHIBITION REVIEWS

Intelligent, informed, critical writing is at the core of *THE Magazine's* mission. *THE's* writers share their critical perspectives to spark dialogue, reflect on our arts community, and give feedback to artists and the infrastructure that supports the arts.

STUDIO VISIT

We take you into the studios of local artists working at different stages of their careers, from established to emerging. Committed to allowing artists to speak in their own words about their practices, these interviews also give readers insights into the landscape of the contemporary Southwest.

PREVIEWS

Our previews give a brief introduction to upcoming exhibitions or events worth watching out for.

Along with national exhibition Spotlights, "One Bottle" creative wine column, Dining Guide, art book reviews, and more to look forward to in 2017.

WHY INVEST IN *THE*?



1 A distinctive, contemporary editorial environment showcases your ad. Readers engage with tasteful and well-designed advertising as a valuable source of consumer information. 91% of survey takers said they patronized a business or attended an event based on an ad seen in *THE*.



2 Targeted, direct access to informed readers who care passionately about arts, culture, and creative lifestyle. No other publication in our region exclusively covers the arts within the context of the global art world. Our niche editorial delivers a desirable and coveted demographic.



3 Your partnership demonstrates your support of a strong local creative economy. Your partnership with *THE Magazine* also enables us to pursue our mission of promoting artists and creatives, along with businesses and organizations who are helping to forge a sustainable and prosperous arts economy in our region.

READERSHIP

DISTRIBUTION
13,000 - 15,000

READERSHIP
21,000 avg
based on 1.5 readers per issue

FREQUENCY
9 x per year for 2017 only*

ANNUAL REACH
210,000

WHY SANTA FE?

New Mexico has a tourism economy of \$6+ billion with 76% of travelers visiting for leisure.

The average traveling party of 3 spends \$2,658 per weekend trip.


Santa Fe was the first city named in UNESCO's prestigious Creative Cities network in 2005.


The Santa Fe brand is most closely identified with cuisine, history and culture, scenic beauty, galleries, fine art, architecture, shopping, lodging, and museums.


*all data from the Tourism Santa Fe 2015 Visitor Survey.


READERSHIP HABITS



91 %
purchased a product or service or attended an event based on an ad seen in *THE*.


66 %
dine out weekly or more frequently


74 %
visit coffee shops weekly or more


61 %
go to bars or participate in nightlife weekly or more


74 %
attend exhibition openings monthly or more


69 %
visit museums monthly or more

READER STATS

AGE

15 % 18 - 39
12 % 40 - 49
45 % 50 - 59
28 % 60+

GENDER

54 % female
43 % male
3 % other

MARITAL

49 % married
51 % single

HOUSEHOLD INCOME

30 % \$75,000 - 100,000
20 % greater than \$100,000
16 % greater than \$150,000

HOME OWNERSHIP

66 % own home
20 % own a second home

EDUCATION

87 % undergraduate degree
48 % graduate or professional degree

*9 x per year for 2017 only. In 2018 we will resume printing 10 issues per year.

*readership data from early 2016 survey results

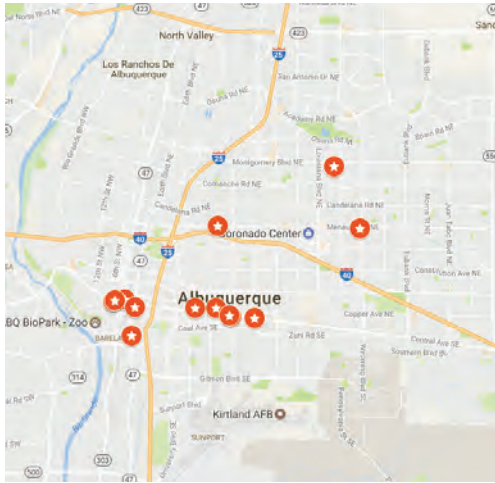
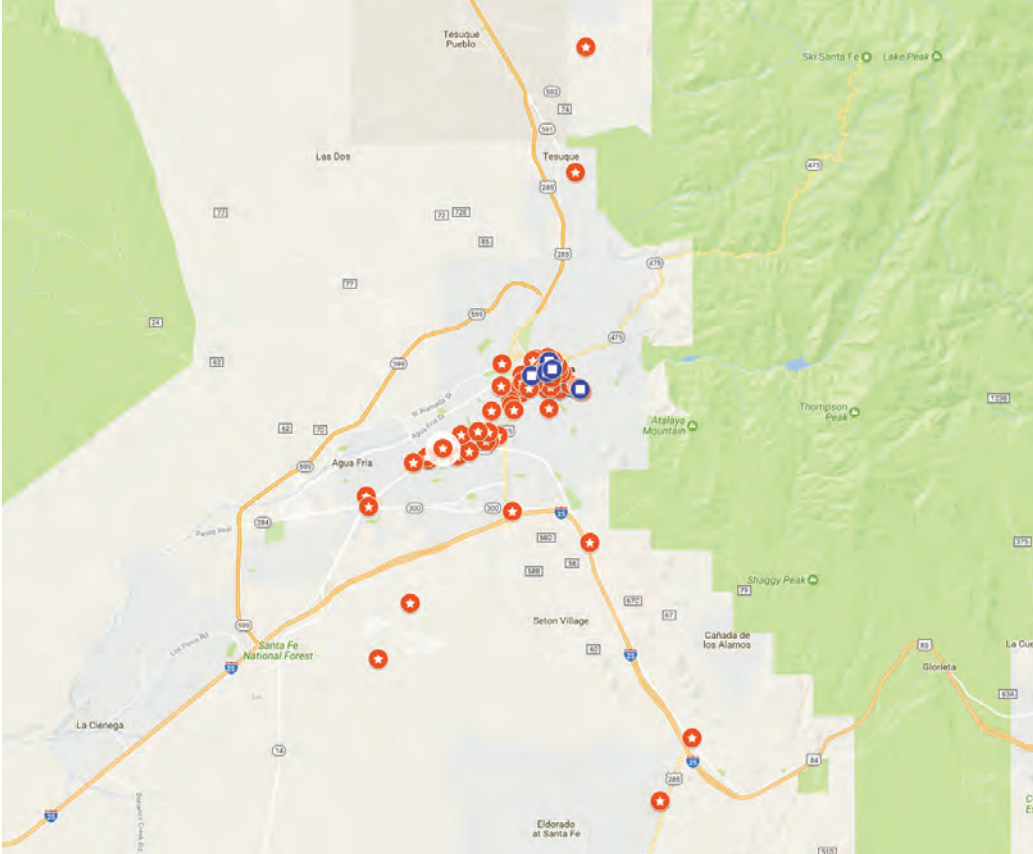
DISTRIBUTION

Santa Fe
 Albuquerque
 Taos

select locations in:
 Truth or Consequences
 Las Cruces
 Silver City

**BONUS
 DISTRIBUTION**

January 2017
 LA Art Show

ACCOUNT MANAGERS

GAIL CHABLIS
gail@themagsantafe.com
805-453-8808

LAURA SHIELDS
laura@themagsantafe.com
505-977-0094

CONTACT US

GENERAL INQUIRIES
sales@themagsantafe.com
505-424-7641

PRODUCTION
production@themag
santafe.com

PREMIUM PLACEMENTS

	1 - 5 x	6 - 10 x
back cover	\$ 2500	2000
inside covers	\$ 1800	1550
double truck	\$ 2800	

STANDARD RATES

	1 - 5 x	6 - 10 x
full page	\$ 1475	1350
half page	\$ 1000	925
quarter page	\$ 750	650
showcase	\$ 375	300

RATE POLICIES

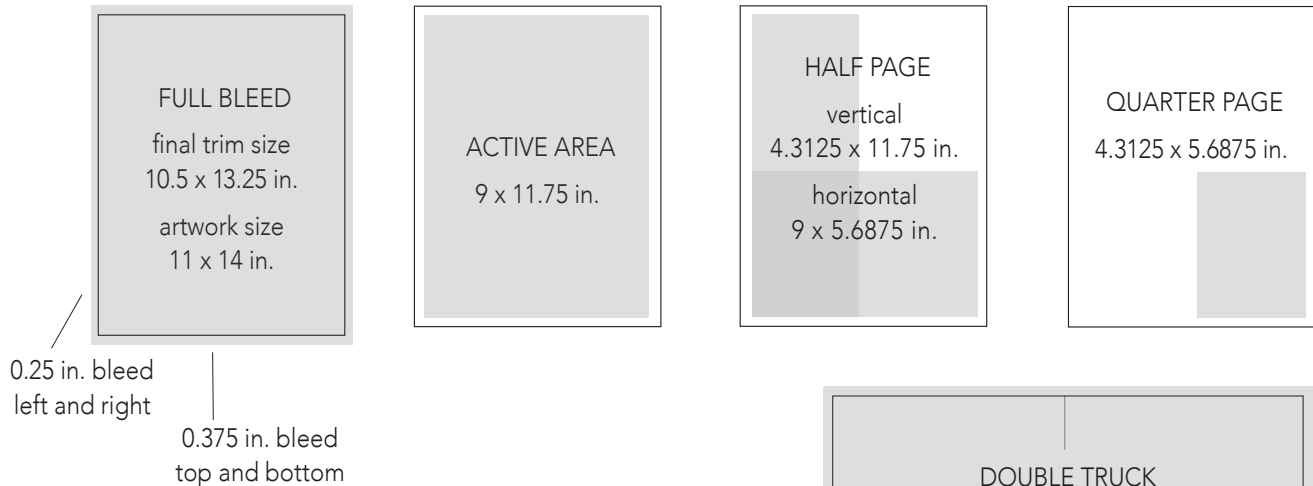
- > Premium placement in first five pages of ads: add 20%.
- > All other guaranteed placements: add 10% (full page ads only).
- > All rates are based on the number of insertions within a 9-issue period from start date.
- > Full payment prior to press time is required for all insertions.
- > All rates are in U.S. dollars and are net rates.

IN HOUSE AD DESIGN

- > New ad design will be billed at a rate of \$75 per hour with a two-hour minimum. Two rounds of revisions included. Additional revisions incur additional fees.
- > Revision of ads originally created by *THE Magazine* is \$35. Text-only revisions are free.

2017 DEADLINES

ISSUE	BOOKING DEADLINE	ART + PAYMENT DUE	PUBLISHED
February / March	16 January	20 January	01 February
April / May	15 March	20 March	31 March
June	15 May	19 May	01 June
July * 25th anniversary issue!	15 June	19 June	30 June
August	14 July	20 July	01 August
September	15 August	21 August	01 September
October	14 September	20 September	29 September
November	16 October	20 October	01 November
December 17 / January 18	15 November	20 November	01 December



PLEASE READ ALL GUIDELINES CAREFULLY

clients will be charged for any necessary adjustments*

SUBMISSION GUIDELINES

1. All significant text and images should be at least 0.75 in. from trim line (for full bleed ads).
2. All fonts must be embedded.
3. Images must be 300 dpi at 100% of final placement size. Images must be embedded. No Open Prepress Interface (OPI) images may be used.
4. All artwork, including images within artwork, must be in CMYK mode or grayscale mode ONLY.
5. Solid blacks must be 100% black (Co Mo Yo K100), not rich black (4-color black), especially text.
6. Crop marks must fall outside the bleed area.
7. 15% dot gain.
8. *If advertisements do not meet *THE Magazine's* size and digital file specifications, client will be billed \$35 per hour with a one hour minimum for necessary adjustments.

THE IN-HOUSE AD DESIGN PROCEDURE

Four items must be provided by the advertiser for new all designs:

1. all text must be sent in a Word document, including contact information.
2. logo must be high res tiff or jpeg.
3. images must be high res tiff or jpeg.
4. a mock-up or example(s) of ads that you like.

Items 1-4 should be sent in one email with instructions to production@themagsantafe.com.

FINAL SUBMISSION

Submit press quality PDF files (made using InDesign or Acrobat Distiller 5 or later) to production@themagsantafe.com.



HOW TO SHOWCASE

Advertiser is responsible for delivering:

1. Business/event title, physical address, phone number, and website.
2. No more than 85 words of copy describing the event or exhibition, including all relevant dates and times. Copy that exceeds 85 words will be returned to advertiser to be edited.
3. No more than one image. Image must be a 300 dpi jpeg or tiff. Image will be 2.2 in. on the longest side. Please note that squares and square-ish rectangles provide the greatest visibility.

FORMAT FOR SUBMISSION

Send items 1 - 3 to production@themagsantafe.com.

RATE

\$ 375

12-18 listings available per issue. They sell out quickly!

THE Showcase is dedicated to spreading the word about arts and culture events at our most affordable rate. Designed to give your listing prized visibility for your targeted audience, these listings are limited to arts and culture events only: exhibitions, opening receptions, lectures, workshops, open studios, and more.

Not sure if your event is the right fit? Contact us!

POLICIES

THE Magazine is not liable for factual errors in submitted texts. Text will be edited to conform with THE Magazine style guide. Advertiser will receive final approval on proofed text. THE Magazine may make changes to page design as necessary, including color scheme, typefaces, and spacing.



2017 ADVERTISING CONTRACT

ADVERTISING CONTRACT

Contract #

First + Last Name []
Business Name []
Business Address []
City [] State [] Zip []
Phone []
Email []

Billing Contact []
Billing Email []
Billing Address []

Ad Production Contact []
Ad size(s) []
Ad rate(s) []
of Insertions []
Issue of first insertion []

THE Account Manager []
Special Notes []
[]
[]
[]

TERMS + CONDITIONS

- A. This agreement is for advertising space and does not constitute purchase of editorial space. *THE Magazine* welcome story pitches from all sources, but editorial planning is done according to high journalistic and ethical standards by the Editor, which the Editor is happy to explain.
- B. An advertisement may be canceled by the advertiser in writing to the Publisher prior to the contract booking deadline. Cancellations cannot be accepted after this date. If cancellation is made within a multi-issue contract, advertiser will owe the difference between the discounted rate paid for ads published before cancellation and the rate that reflects the actual number of ads run. Repayment of these discounts will be billed upon receipt of notice of cancellation and will be due immediately.
- C. *THE Magazine* seeks to be accommodating with positioning advertisements according to client needs and desires. However, exact positioning of advertisements is at the discretion of *THE Magazine*. Guaranteed placement is available for an additional 10% of ad net.
- D. All contents of advertisements are subject to approval by *THE Magazine*. We reserve the right to reject or cancel any advertisement, advertising agreement, or space reservation at any time. *THE Magazine* also reserves the right to insert the word "advertisement" at the top of any ad.
- E. If contracted ad art is not received by the closing date, the advertisement in the previous issue will be inserted.

- F. Publisher is not liable for delays in delivery and/or non-delivery in the event of act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption, work slowdown, or any condition beyond the control of the Publisher affecting production or delivery in any manner.
- G. All advertisers must register a credit card to confirm reservation of ad space and guarantee payment. Payment for all ads is due on receipt and prior to publication on the Ad Art Due Date. If a payment on a contracted ad is not received by press time, the card on file will be charged for the balance owed. Unless other arrangements are made, if the card on file expires, is canceled, or maxed out, and advertiser does not provide a new one, the contract will be considered in default and repayment of any applied discounts will be due immediately.
- H. By signing this agreement, advertiser agrees to pay its bills in a timely way and authorizes *THE Magazine* to charge the credit card on file if necessary according to the terms of this agreement.
- I. This agreement shall be governed and constructed in accordance with the laws of the State of New Mexico. In the event that commercial collection or legal proceedings be instituted by *THE Magazine* to collect any amount due under this agreement, advertiser agrees to pay reasonable attorney's fees or collection fees of 20% of the unpaid balance plus any other court costs and charges incurred.

Signature []
typing your name constitutes a valid legal signature

Date []



PAYMENT AUTHORIZATION

CREDIT CARD AUTHORIZATION

All advertisers must register a credit card to confirm reservation of ad space and guarantee payment. Payment for all ads is due on receipt and prior to publication on your Ad Art Due Date. You will receive an invoice five business days prior to payment deadline. If a payment on a contracted ad is not received by the publication date (the 1st of the month of the publication containing the advertisement), the card on file will be charged for the balance owed.

Unless other arrangements are made, if the card on file expires, is canceled, or maxed out, and advertiser does not provide a new one, the contract will be considered in default and repayment of any applied discounts will be due immediately.

By signing this agreement, advertiser agrees to pay its bills in a timely way and authorizes *THE Magazine* to charge the credit card on file if necessary according to the terms of this agreement and the advertising contract.

Signature

Date

typing your name constitutes a valid legal signature

I understand that this authorization will remain in effect until I cancel it in writing, and I agree to notify THE Magazine in writing of any changes in my account information or termination of this authorization at least 15 days prior to the next billing date. If the above noted payment dates fall on a weekend or holiday, I understand that the payments may be executed on the next business day. I certify that I am an authorized user of this credit card and will not dispute these scheduled transactions with my bank or credit card company; so long as the transactions correspond to the terms indicated in this authorization form and the Advertising Contract.

sales@themagsantafe.com | themagsantafe.com
505. 424. 7641 | 320 aztec st, ste a | santa fe, nm 87501

CREDIT CARD INFO

Billing Contact
Billing Email
Billing Address
City State Zip

Visa Mastercard AmEx Discover
Credit Card #
Exp Date CVV

ADVERTISER CHECKLIST

THANK YOU FOR PARTICIPATING IN *THE MAGAZINE!*

PLEASE COMPLETE THIS CHECKLIST:

DEADLINES:

<p><input type="checkbox"/> COMPLETE THE ADVERTISING CONTRACT</p>	
<p><input type="checkbox"/> SEND AD ARTWORK</p> <p>If you design the ad:</p> <ul style="list-style-type: none"> > Submit the file as a press quality PDF or high res tiff. Follow all guidelines on Ad Specs page in the media kit. > Send file to production@themagsantafe.com. <p>If THE designs the ad:</p> <ul style="list-style-type: none"> > Send a high-resolution photo and logo. > Text for the ad, including all addresses, contact info, dates, etc. > Example of ad that you like and/or notes about how you want it to look. > Send these to production@themagsantafe.com. <p>Showcase Listings:</p> <ul style="list-style-type: none"> > Follow all instructions on the Showcase page in the media kit. > Submit requested items to production@themagsantafe.com. 	
<p><input type="checkbox"/> SEND PAYMENT</p> <p>by credit card three ways:</p> <ul style="list-style-type: none"> > call Lauren Tresp at 505-424-7641 > meet with your sales rep, they can swipe your card on the spot > pay by credit card directly from your emailed invoice <p>by check two ways:</p> <ul style="list-style-type: none"> > THE Magazine 320 Aztec St, Ste A Santa Fe, NM 87501 > pay by e-check directly from your emailed invoice <p>call Lauren Tresp at 505-424-7641 to set up recurring payments</p>	
<p><input type="checkbox"/> SEND YOUR FREE CALENDAR LISTING to pr@themagsantafe.com</p>	<p>the 15th of the month preceding publication</p>
<p><input type="checkbox"/> FOLLOW US on Facebook and Instagram, we'll follow you back!</p>	
<p><input type="checkbox"/> ADD YOURSELF TO OUR EMAIL LIST to stay in the know on all of <i>THE</i> happenings: themagsantafe.com/contact.</p>	
<p><input type="checkbox"/> ADD EDITOR@THEMAGSANTAFE.COM to your press list so we can stay informed on your news.</p>	