

New Mexico Entertainment

Be In The Know.



MEDIA KIT 2025

Hooks and the Hucklebees performing at the Bands of Enchantment Season 4 taping at The Kimo Theater in New Mexico. Cr. Kristin Haynes © 2024
Insert: January 2024 cover of New Mexico Entertainment's Sundance Issue

www.NMentertains.com

Effective 09/01/2024

New Mexico Entertainment



Welcome to New Mexico Entertainment

New Mexico Entertainment Magazine (NME) is the ultimate resource for all things entertainment and events in New Mexico. Whether you're seeking updates on the latest film or TV productions happening locally, or looking for information on the diverse array of theatrical, musical, comical, and culinary events in the state, New Mexico Entertainment Magazine has you covered! Founder Teresa Robinson was inspired to create this platform after attending her first Isotopes game and realizing the need for a centralized source of information for New Mexico residents. Our mission is to showcase and support all types of events and entertainment in the state, focused on highlighting those who may not receive coverage elsewhere.

New Mexico Entertainment in PRINT

New Mexico Entertainment Magazine, New Mexico's **FREE** full-color digest sized **events and entertainment** magazine, covers the state of New Mexico with **150** distribution locations. **NME has an average circulation of 18,000 with an estimated 54,000 readers every issue. Our readers are 25-50 with 65% being female ranging \$25,000 - \$50,000 in income.**

New Mexico Entertainment ONLINE

While our readers await the next issue, they visit www.NMEntertains.com to read the latest articles. Additionally, they can access video interviews and podcasts discussing the newest events and entertainment in New Mexico.

New Mexico Entertainment TELEVISION

New Mexico Entertainment Television broadcasts monthly on our YouTube channel (www.youtube.com/nmentertains), Comcast Channel 27, and Studio519abq.com, offering an additional platform to highlight entertainment and events in New Mexico.

New Mexico Entertainment



Evan Galpert, Gigi Bella
Cody Lamberth, and Zachary
Kluckman at The New Mexico
Entertainment Awards

New Mexico Entertainment PRODUCTION SCHEDULE 2025

ISSUE MONTH	SPACE CLOSING	ART DEADLINE	STREET DATE
JAN: SUNDANCE	DEC 1, 2024	DEC 8, 2024	JAN 5, 2025
FEB: LOVE	JAN 5, 2025	JAN 12, 2025	FEB 2, 2025
MAR: FOOD	FEB 2, 2025	FEB 9, 2025	MAR 2, 2025
APR: FILM	MAR 2, 2025	MAR 9, 2025	MAR 30, 2025
MAY: ENTERTAINMENT	MAR 30, 2025	APR 6, 2025	MAY 4, 2025
JUNE: PRIDE	MAY 4, 2025	MAY 11, 2025	JUNE 1, 2025
JULY: COMEDY	MAY 31, 2025	JUNE 7, 2025	JULY 5, 2025
AUG: ART	JUNE 28, 2025	JULY 5, 2025	AUG 2, 2025
SEPT: MUSIC	AUG 2, 2025	AUG 9, 2025	SEPT 6, 2025
OCT: FALL	SEPT 6, 2025	SEPT 13, 2025	OCT 4, 2025
NOV/DEC: HOLIDAY	OCT 4, 2025	OCT 11, 2025	NOV 1, 2025

**ADVERTISE WITH US NOW! (505) 450-4706 • NMENTERTAINS@gmail.com
INTERESTED IN HAVING A WRITE UP DONE
ABOUT YOUR EVENT? CALL TODAY!**

New Mexico Entertainment



Red carpet premiere
of Coyote Cage at the
Hispanic Cultural Center.

New Mexico Entertainment PRINT RATES

Insertion Frequency	1x	3x	6x	12x
Full Page (5.5" wide x 8.5" high)	\$1000	\$925	\$875	\$795
Half Page (5.5" wide x 3.375" high)	\$700	\$650	\$575	\$525
Budget Ad (5.5" w x 1.625" high)	\$475	\$425	\$375	\$325

Premium Placement (Three-time insertion minimum)

Inside Front Cover: \$1150 • Inside Back Cover: \$1150 • Back Cover: \$1095

COMMUNITY ADS 1.5" x 1.5" FOR \$75 EACH

PAGE SPECIFICATIONS

All rates quoted are per ad, per issue and based on camera-ready artwork. Payment for ads must be accompanied with a contract and credit card number authorization. If you need us to create your ad, we will be more than happy to help. Design work starts at \$50. A proof will be provided prior to publication. Please allow a 1/4" (.25) margin for all important text and bleeds.

If you are producing your own ad, please provide it in one of the following formats:
Supported software of: Adobe Photoshop (TIF, EPS, OR HIGH RESOLUTION JPEG) or Adobe Illustrator. It is important that all files created in the above software meet the following requirements:

Files must be saved as CMYK

Digital Output: Burned on a CD in TIFF or EPS format (300 dpi) from Adobe Photoshop; EPS format from Adobe Illustrator 8.0 with fonts outlined (no embedded files). JPEGs can be accepted if they are 300dpi or higher.

PDF FILES ARE ACCEPTED IF CREATED IN PHOTOSHOP OR ILLUSTRATOR (FONTS OUTLINED). NO LOW RESOLUTION OR RGB JPEG FILES, NO WORD, WORDPERFECT, PUBLISHER OR ANY OTHER MICROSOFT OFFICE FILES. ADDITIONAL CHARGES WILL APPLY IF FILES NEED TO BE RECREATED.

All ads submitted must be accompanied with a hard copy of the advertisement.

Camera-ready artwork needs to be submitted one month prior to publication. Please email us at NMENTERTAINS@gmail.com for more information or review the publication schedule on pages 4 & 5.

Payment for ads must be accompanied with a contract and credit card number authorization.

New Mexico Entertainment

Full Page

5.5" w x 8.5" h *(include 1/4" bleed)*

1 time insertion: **\$1000**

3 time insertion: **\$925**

6 time insertion: **\$875**

12 time insertion: **\$795**

LIVE AREA: 5" x 8"

TEXT SHOULD NOT GO BEYOND THE WHITE LINE

New Mexico Entertainment

Half Page

5.5" w x 3.375" h *(include 1/4" bleed except on top)*

1 time insertion: **\$700**

3 time insertion: **\$650**

6 time insertion: **\$575**

12 time insertion: **\$525**

LIVE AREA: 5" x 2.9"

TEXT SHOULD NOT GO BEYOND THE WHITE LINE

New Mexico Entertainment

NME Budget Ad

5.235" w x 1.375" h

1 time insertion: **\$475**

3 time insertion: **\$425**

6 time insertion: **\$375**

12 time insertion: **\$325**

*LIVE AREA: 5" x 1.1389"
TEXT SHOULD NOT GO BEYOND
THE BLACK LINE*

New Mexico Entertainment



Mac Sabbath at Meow Wolf.

New Mexico Entertainment DIGITAL RATES

New Mexico Entertainment offers online advertising on www.NMEntertains.com.
83% of our traffic is new customers, ranging in ages of 25-64, 65% being female.
NMEntertains.com averages between 3000-5000 visitors a month.

Website Banner Monthly Advertising Rates

Small Banner Ad (407 pixels high x 350 pixels high): **\$25 a month**

Medium Banner Ad (790 pixels wide x 790 pixels high): **\$50 a month**

Large Leader Board Banner Ad (1490 pixels wide x 334 pixels high): **\$100 a month**

NME TV Business Highlight Rate

15 second graphic highlight during the show: **\$50 an episode (5 available)**

ONLINE ARTWORK REQUIREMENTS

Supported software of: Adobe Photoshop (TIF, EPS, OR HIGH RESOLUTION JPEG) or Flash / embed files. It is important that all files created in the above software meet the following requirements: BFiles must be saved as RGB • Digital Output: 150 dpi JPEG

WE ACCEPT VISA, MASTERCARD, AMEX AND DISCOVER

All payments for ads are due on the closing date. ALL advertisements are on a pre-pay basis. Prices and rates are subject to change without notice. Advertisers may not cancel order for advertising after closing date. Contract is binding and cannot be broken unless advertising is subject for a greater or lesser advertising amount. At that time a credit will be applied to the account. If contract is broken you are responsible for all unpaid payments. Guaranteed positions will be forfeited on all ads arriving after the closing date, please contact your Sales Representative if an extension is needed. No ads will be run without a signed contract and insertion order. Graphicbliss LLC / New Mexico Entertainment Magazine has the right to refuse an ad for any reason. Graphicbliss LLC / New Mexico Entertainment Magazine is not responsible for errors or omissions in any advertising materials provided by advertiser(s) or for changes made after the closing date. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strike, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.