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THE MAGAZINE

MEDIAKit



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albuquerque THE MAGAZINE

TOP 10 REASONS TO *Advertise with Us*

1. Our pages are filled with only POSITIVE NEWS AND STORIES.
2. CONSUMERS WITH DISPOSABLE INCOME choose to read *Albuquerque The Magazine*.
3. We can be found at more than 100 DISTRIBUTION POINTS, and 50% of our readers subscribe every issue!
4. *Albuquerque The Magazine* is the NUMBER 1 SELLER on local newsstands.
5. We have a CAPTIVE AUDIENCE that spends time engaging with local advertisers in our pages every month.
6. We have more than 128,000 READERS per issue.
7. The magazine has a monthly focus on local food, fashion, literature, art, performing arts, activities, and more.
8. More than 73% FREQUENTLY MAKE PURCHASES or use services from our ads.
9. *Albuquerque The Magazine* is the only high-gloss publication with A SHELF LIFE OF 9 MONTHS or longer in the city.
10. The majority of our subscribers have an annual household INCOME OF OVER $78,000.



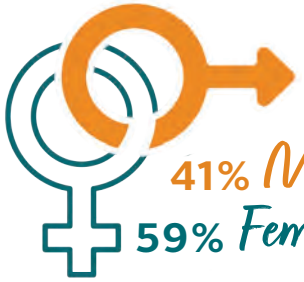


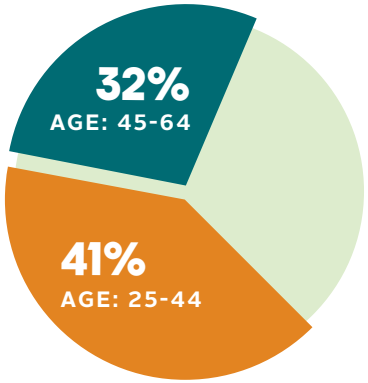


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READER Profile

OVER 128,000 READERS MONTHLY





50% HAVE A *College Degree*

25% HAVE AN *Advanced Degree*



82% OF OUR READERS OWN THEIR OWN HOME AVERAGE VALUE OF $498,973.

64% EARN MORE THAN **$78,000** PER YEAR

7 out of 10



READERS BUY FROM OUR ADVERTISERS

SOURCES: THE MEDIA AUDIT, CIRCULATION VERIFICATION COUNCIL

albuquerque THE MAGAZINE

OVER 128,000 READERS MONTHLY

2025 Rates & Specs

DISPLAY RATES	12X	6X	3X	1X
2 PAGE FRONT SPREAD INCLUDES PREMIUM PLACE	$5,000	$5,625	$6,125	$6,500
FULL PAGE	$2,000	$2,250	$2,450	$2,600
2/3 PAGE	$1,550	$1,700	$1,850	$2,000
1/2 PAGE (H OR V)	$1,300	$1,400	$1,500	$1,600
1/3 PAGE (SQ OR V)	$975	$1,050	$1,125	$1,200

PROFILE RATES	
FULL PAGE	$2,300
1/2 PAGE	$1,600

DECEMBER/JANUARY PROFILE RATES DIFFER BASED ON THE DOUBLE ISSUE

ALL RATES ARE PER INSERTION

DECEMBER/JANUARY RATES
BILLED AT 2X FOR THE DOUBLE ISSUE

WANT A LARGER AD? ADD **10%** FOR BLEEDS

FOR BETTER PLACEMENT? ADD **15%** MAKE IT PREMIUM

HAVE QUESTIONS?

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SPECS

2-PAGE SPREAD
Bleed
17 x 11.125”
Trim Size
16.75 x 10.875”
Live Area
15.25 x 10.5”

FULL PAGE
Bleed
8.625 x 11.125”
Trim
8.375 x 10.875”
Live Area
7.625 x 10.5”

FULL PAGE
No Bleed
7.25 x 9.75”

2/3 PAGE
Bleed
5.5 x 11.125”

2/3 PAGE
No Bleed
4.75 x 9.75”

1/3 PAGE (V)
Bleed
3 x 11.125”

1/3 PAGE (V)
No Bleed
2.25 x 9.75”

1/3 (SQ)
4.75 x 4.75”

1/2 PAGE (H)
7.25 x 4.75”

1/2 PAGE (V)
4.75 x 7.25”

SPECIAL SECTION AD SIZES

1/4
3.5 x 4.5

1/4
3.5 x 4.5

SPECIAL SECTION AD SIZES

1/2 PAGE (H)
7.25 x 4.5”

- **PDF** files are preferred
- **TIF, JPG** and **EPS** file formats are also accepted
- All files should be in **CMYK mode** and include a color proof
- Submissions should be at **300 dpi**

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Albuquerque The Magazine is a perfect-bound publication printed 11 times a year on a web offset press using a 150 line screen. Digital ads are accepted by email at: **artdept@abqthemag.com.**

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2025 EDITORIAL CALENDAR

FEBRUARY

DEADLINES

AD CLOSE: **12/15/25**
ART DEADLINE: **1/6/25**

FEATURE

THE HOT SINGLES ISSUE

ABQ is filled with smart, amazing and beautiful single men and women. Here's our annual list of a few of those eligible hotties.

PROFILE SECTION

Local Legends

SPECIAL AD SECTIONS

Cannabis
Bridal Guide
Non-Profit Guide

MARCH

DEADLINES

AD CLOSE: **1/15/25**
ART DEADLINE: **2/1/25**

FEATURE

THE TOP DOCS ISSUE

Our 22nd annual survey to determine the city's top physicians in more than 30 medical specialties

PROFILE SECTION

Success Stories

SPECIAL AD SECTIONS

Senior Living
Travel

APRIL

DEADLINES

AD CLOSE: **2/15/25**
ART DEADLINE: **3/1/25**

FEATURE

AMAZING DESSERTS

We set out to satisfy the sweet tooth in all of us by scouring local restaurant menus to find the most decadent and eye-opening desserts.

PROFILE SECTION

Education
Mortgage Professionals
Real Estate Professionals

SPECIAL AD SECTIONS

Home Services
The Gathering Guide

MAY

DEADLINES

AD CLOSE: **3/15/25**
ART DEADLINE: **4/1/25**

FEATURE

ATM HOT PLATE AWARDS

Our annual round-up of the city's newest dishes, beverages, restaurants and chefs that are worthy of your immediate culinary attention.

PROFILE SECTION

Superwomen
Veterinary Care
Estate Planning Professionals

SPECIAL AD SECTIONS

Local Love: Restaurants
Coffee, Chocolate, & Wine Spotlight

JUNE

DEADLINES

AD CLOSE: **4/15/25**
ART DEADLINE: **5/1/25**

FEATURE

THE "YOU" ISSUE

A citywide guide to all the ways we go about improving our minds and bodies, from nutrition, fitness and cosmetic remedies, to mental, behavioral and social re-boots.

PROFILE SECTION

Alternative Wellness
Self-Care Specialties
Plastic Surgeons

SPECIAL AD SECTIONS

Travel
Best Of The City Hall of Fame

JULY

DEADLINES

AD CLOSE: **5/15/25**
ART DEADLINE: **6/1/25**

FEATURE

THE HEROES ISSUE

A well-deserved spotlight on ABQ individuals and groups whose jobs are aimed at helping us be safer and more protected, whether in everyday life or emergencies.

PROFILE SECTION

Architects
Home Builders
Commercial Real Estate Report

SPECIAL AD SECTIONS

Personal Protection

AUGUST

DEADLINES

AD CLOSE: **6/15/25**
ART DEADLINE: **7/1/25**

FEATURE

PICKLEBALL!

A wide-ranging look at the trendy sport that has captivated adults in ABQ, with local leagues and facilities sprouting in every corner of the city.

PROFILE SECTION

Physical Therapy Professionals
Experts in their Field
Chiropractic Care

SPECIAL AD SECTIONS

Senior Living
Fitness

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2025 EDITORIAL CALENDAR

SEPTEMBER

DEADLINES

AD CLOSE: **7/15/25**
ART DEADLINE: **8/1/25**

FEATURE
THE CANNABIS ISSUE

An updated series of articles on the current state of ABQ's recreational (and medicinal) cannabis, four years after it was legalized in New Mexico.

INSET FEATURE TOP DENTISTS

Our annual survey asking metro-area dentists to vote for the top dental professionals in several specialties–and personal profiles of the winners.

PROFILE SECTION

Dental Professionals
Young Business Leaders
Cannabis Super Section

SPECIAL AD SECTIONS

Travel
Home Services

OCTOBER

DEADLINES

AD CLOSE: **8/15/25**
ART DEADLINE: **9/1/25**

FEATURE
THE ABCS OF ABQ ISSUE

An insider guide for locals only! Tips include: navigating I-40 traffic, scoring choice concert tickets, parking at Lobo games, finding pet sitters, negotiating at Expo N.M. Flea Market, and more.

PROFILE SECTION

Superwomen

SPECIAL AD SECTIONS

Insurance Agencies
Non-Profit Giving Guide
The Gathering Guide

NOVEMBER

DEADLINES

AD CLOSE: **9/15/25**
ART DEADLINE: **10/1/25**

FEATURE
THE GLOBAL PLATES ISSUE

A rundown of local restaurants that serve cuisine from around the world, including Peru, Africa, Germany, Brazil and more.

PROFILE SECTION

Science & Technology
Faces of Albuquerque

SPECIAL AD SECTIONS

Small Business Spotlight
Old Town

DEC/JAN

DEADLINES

AD CLOSE: **10/15/25**
ART DEADLINE: **11/1/25**

FEATURE THE BEST OF THE CITY ISSUE

The magazine kicks off its third decade of highlighting the city's best in food, retail, service, fun, and much more (300+ categories!), as voted by you, the readers and residents of ABQ.

PROFILE SECTION

Healthcare

SPECIAL AD SECTIONS

Best Of The City Hall of Fame
Travel



Local Love

RESTAURANTS

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COFFEE, CHOCOLATE, & WINE SPOTLIGHT

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VETERINARY CARE *Profiles*

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SUPERWOMEN *Profiles*

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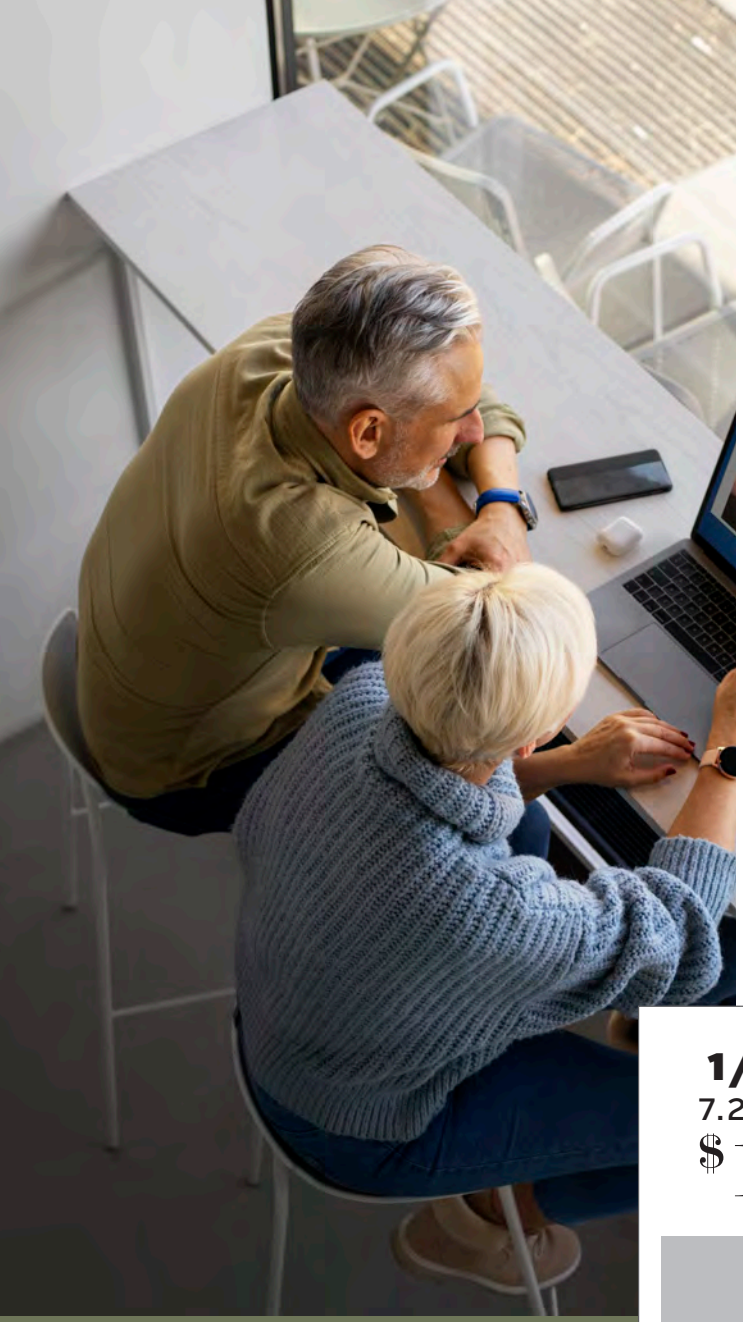
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ESTATE PLANNING PROFESSIONALS *Profiles*

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TRAVEL *Special Ad Secion*

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PLASTIC SURGEONS *Profiles*

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SELF-CARE SPECIALTIES *Profiles*

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ALTERNATIVE WELLNESS *Profiles*

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PERSONAL PROTECTION

Special Ad Secion

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ARCHITECTS *Profiles*

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HOME BUILDERS *Profiles*

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SENIOR LIVING

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FITNESS

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CHIROPRACTIC CARE Profiles

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PHYSICAL THERAPY PROFESSIONALS *Profiles*

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EXPERTS IN THEIR FIELD *Profiles*

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