

El Palacio

First published in 1913, *El Palacio* is the oldest museum magazine in the United States. A stunning tribute to scholarly achievements and research in the diverse arts, history and culture of the Southwest, *El Palacio* is a glossy, full-color, fine-art magazine published quarterly in Santa Fe.

El Palacio features original and updated research; book excerpts; interviews with celebrated historians, authors, scholars and ethnologists; and discussions on major exhibitions and public programs at the Museum of International Folk Art, Museum of Indian Arts and Culture, New Mexico Museum of Art, New Mexico History Museum, National Hispanic Cultural Center, Office of Archaeological Studies, and New Mexico Historic Sites.

Subscriptions to *El Palacio* are \$24.99 for four issues (one year) and \$44.99 for eight issues (two years). For international subscribers, an additional fee of \$20 for 4 issues, or one year, applies.

www.ElPalacio.org



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Demographics*

“Many of my students, friends, and collectors outside New Mexico called when they saw the ad, along with two collectors who wished to purchase the painting at Blue Rain Gallery in Santa Fe. I will certainly do more advertising in El Palacio.”

—Roseta Santiago,
Painter

“When I first started advertising with El Palacio five years ago, it was to honor my new Museum Hill location. Lo and behold in those five years, I’ve gone from a half-page to a full page in every single issue. El Palacio is a critical part of my marketing mix and part of the reason the café has been such a success.”

—Weldon Fulton,
Proprietor, Museum Hill Café

Who is the average *El Palacio* reader?

- They are in their early sixties.
- They are married with no dependent children at home.
- They are members of the Museum of New Mexico Foundation.
- They support the arts.
- They are full-time residents of New Mexico.
- They are well educated with a post-graduate degree.
- They enjoy an annual income surpassing \$90,000.

***El Palacio* readers are affluent and local**

- 74% are full-time New Mexico residents, and most live in Santa Fe and the region.
- About 7,500 of *El Palacio*’s readers are members of the Museum of New Mexico Foundation, the largest and most affluent art membership program in the state.
- 55% of Foundation members earn an annual income of \$80,000–\$100,000.
- 19% earn more than \$100,000 annually.
- 73% have a post-graduate degree, and 20% have a 4-year college degree.
- *El Palacio* is enjoyed quarterly by approximately 30,000 readers, including 7000 Museum of New Mexico households and distribution in select hotels, restaurants and visitor centers in New Mexico.
- In 2011, *El Palacio*’s out of state readership increased by 30%.
Top states are: California, Texas, Colorado, Arizona, and New York.

Our members are engaged and loyal: Museum Membership and *El Palacio* subscriptions have maintained a 95% renewal rate since 2005.

*Source: Museum of New Mexico Foundation Reader Survey

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Rates

	1x	2x	3x	4x
Back Cover	\$ 3,000	\$ 2,750	\$ 2,500	\$ 2,375
Inside Front Cover	\$ 2,250	\$ 2,100	\$ 1,850	\$ 1,650
Inside Back Cover	\$ 2,250	\$ 2,100	\$ 1,850	\$ 1,650
Full Page	\$ 1,950	\$ 1,750	\$ 1,500	\$ 1,325
Half Page Vertical	\$ 1,200	\$ 1,050	\$ 950	\$ 825
Two-Page Spread	\$ 3,500	\$ 3,200	\$ 2,800	\$ 2,500
Premium Pages, not including covers	\$ 2,200	\$ 1,980	\$ 1,800	\$ 1,600

El Palacio reserves the right to refuse advertisements if the publisher deems them unacceptable or not in keeping with the tone of the publication, and refuses advertising for the sale of native materials from the pre-European period or any archaeological materials. Color separations will accurately represent the material supplied and provide pleasing color. Color corrections that differentiate from original transparency or digital files are charged at cost.

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Ad Specifications

Ad Sizes

**Back Cover, Inside Front Cover,
Inside Back Cover, Full Page**

trim: 8.375 × 10.875 inches (document size)
safe: 7.75 × 10.25 inches (0.3125 inch margins)
bleed: 8.875 × 11.375 inches (0.25 inch bleed)

Half Page Vertical

trim: 4 × 10.875 inches (document size)
safe: 3.375 × 10.25 inches (0.3125 inch margins)
bleed: 4.5 × 11.375 inches (0.25 inch bleed)

Two-Page Spread

trim: 16.75 × 10.875 inches (document size)
safe: 16.125 × 10.25 inches (0.3125 inch margins)
bleed: 17.25 × 11.375 inches (0.25 inch bleed)

Magazine Trim

8.375 × 10.875 inches

Screen

175 dpi Photos should be 300 ppi at final size

Live Area

Please keep all live matter 0.3125 inch away from the trim

Bleed

All ads **MUST** include full bleed of 0.25 inches on all 4 sides

Crop Marks

Crop marks **MUST** be included and set to ad size

Ad File Format

PDF files only CMYK, PDF/X-1a:2001, compatibility Acrobat 4 (PDF 1.3)

Ad Submission

E-mail files to elpalacio.design@state.nm.us

Deadlines

Issue	Spring	Summer	Fall	Winter
Space reservation	Jan 1	Apr 1	Jul 1	Oct 1
Ad due	Jan 7	Apr 7	Jul 7	Oct 7
Distribution date	Mar 1	Jun 1	Sep 1	Dec 1

Cancellations

MUST be received in writing 8 weeks prior to space reservation deadline