

# TABLE<sup>®</sup>

MAGAZINE  NEW MEXICO

## where we share life

TABLE Magazine New Mexico is a luxury publication, highlighting a progressive, healthy, creative lifestyle across New Mexico. Our carefully selected readership has the economic means and social motivation not only to live this quality life, but also to support the bigger picture of regional growth and shared success. High penetration in the upper end tourist and seasonal resident markets also brings lift-off to local business, cultural institutions, and regional initiatives. TABLE is where our community comes together!

MEDIA KIT 2025

# WHO WE ARE

## THE TABLE BRAND

No matter our diverse background, traditions, or passions, **the table is where we gather to share our lives** – our thoughts, opinions, and experiences. We document meaningful moments and encourage enriched exploration of our region, our communities, local creators, and more.

We find that **people who enjoy good food, great wine and entertaining also enjoy the finer things in life** overall. Advertising in a magazine that motivates food lovers reaches an audience with great taste and disposable income.

**Our team strives to ensure our TABLE will bless the beautiful tables in our readers homes and compel conversation.** By investing in the highest quality photography, styling and creative collaborations, we rest at nothing to make the most beautiful product. The more our qualified readers consume, collect and share TABLE, the more powerful your print advertisement becomes.

### PRINT

47,500 readers monthly

Delivered to high-net-worth households, decision makers, community leaders, boutiques, shops, and luxury resorts and hotels

### DIGITAL

52,500 monthly reach

Facebook, Instagram, Pinterest, Email Newsletter & Web



# WHO WE REACH

## DEMOGRAPHICS

TABLE reaches YOUR customers in measurable and meaningful ways. The prototypical TABLE Magazine reader and subscriber is the upscale resident of Northern New Mexico as well as the affluent visitor who chooses this beautiful region as a destination.

### OUR LOYAL READERS ARE...

#### YOUNG DIGERATI

Tech-savvy and highly educated, this group is interested in style, innovative experiences, and outdoor adventure and mountain sports. Young Digerati communities are typically culturally diverse, and filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.

**median hhi:** \$144,548

**household age range:** 25-44

**children in household:** Family Mix (50/50 likelihood)

**education level:** Graduate degree (higher likelihood)

#### BUSINESS CLASS

Business Class is a segment known for its spending on style and travel. Many of these over 55-year-old wealthy couples are home and business owners with high income-producing assets, and most no longer have children in the home. This segment's households rank high for having IRAs and investment accounts, along with business and real estate holdings. Often located in nicest neighborhoods, their homes are meticulously designed to show off their art collections and furnishings. The members of Business Class score high for business and pleasure travel, high-end shopping, and contributing to arts and cultural institutions.

**median hhi:** \$98,828

**household age range:** 55+

**children in household:** Not likely

**education level:** Graduate Plus

#### NETWORKED NEIGHBORS

Networked Neighbors is a portrait of youthful families proud of their expensive homes, gardens and high-end cars, and vacations to foreign getaways. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by corporate executives, managers, and business professionals.

**median hhi:** \$238,781

**household age range:** 35-54

**children in household:** Yes

**education level:** Graduate Plus

### 4 QUARTERLY PRINT ISSUES:

#### SPRING

The pale, early blossoms of fruit trees. The re-greening of the cottonwoods. The return of warm days and late sunsets. As the earth comes alive again, we emerge from our winter hibernation to re-engage with everything New Mexico has to offer, from new openings at art galleries to the traditions of Easter and Passover. TABLE Magazine celebrates all of the above with lighter foods and brighter colors designed to wake up the senses and pique the passions.

#### SUMMER

Tracing the arc of the summer events calendar, rich with festivals, markets and cultural happenings, our Summer issue will enrich these vibrant experiences with editorial content on the food, the people, and the ideas that bring the season alive. Information about key seasonal offerings from local restaurants, shops, hotels and resorts, and more, will round out this jam-packed issue.

#### FALL

From Zozobra and Wine and Chili all the way through Day of the Dead and Thanksgiving, TABLE Magazine New Mexico's Fall issue will chart a mouth-watering path through the harvest season. From recipes for preserving local fruits and vegetables to a detailed calendar of local events, from home design ideas to the unique and often handmade fashion and home goods offered by local makers and retailers, the Fall issue is sure to be as colorful as the season itself.

#### WINTER

The crystal clear skies of a New Mexico winter encourage us to open our eyes to the beauty that surrounds us. From a diverse gift guide of locally offered treasures to the sparkle and glow of holiday celebrations and the genius of local cooks keeping traditions alive, Our Winter issue will capture the beauty of life in the region, complete with easy-to-make holiday recipes that will delight family and friends with flavors both familiar and new.

### EVERYDAY ONLINE



# WHY IT MATTERS

Over half of TABLE readers are frequent Arts and Culture consumers, attending museums, galleries, concerts and performances more than 2x per month, with 73% attending at least once a month!



57%

TABLE Readers love to SHOP LOCAL - and Indicate their favorite shopping areas to be downtown Santa Fe, The Railyard, Devargas, Old Town ABQ, Nob Hill, West Side ABQ and Taos.

91%

of TABLE readers support non profits during the year end giving period.



TABLE Readers love to entertain!

47% of readers host once or twice a month, with 29% hosting two or three times a month!



9 of 10

readers would recommend TABLE Magazine to a friend!



2/3 OF READERS READ EVERY ISSUE OF TABLE MAGAZINE

14%

of TABLE readers are in the market for a new home in the next 12 months, and one third of readers are looking to remodel and renovate!



NEARLY HALF OF TABLE READERS ARE IN THE MARKET FOR NEW FURNITURE AND DECOR FOR THEIR HOME!

# DIGITAL ADVERTISING

## TABLEMAGAZINE.COM STATS

**2.12**  
Average Minutes Spent on Website

**12,000**  
Email Newsletter Subscribers

**14,000**  
Average Monthly Page Views

**25%**  
Email Newsletter Open Rate

**\$150,000**  
Average Liquid Assets

**25-65**  
Age Range



 **7,550**  
MONTHLY REACH

 **8,250**  
MONTHLY REACH

## SPONSORED CONTENT

Sponsored digital article on *tablemagazine.com*  
30 day run time + email newsletter promotion  
Up to 600 words, hero image, up to 8 additional images, link

## EMAIL NEWSLETTER

**Weekly Email Newsletter** - Thursday  
Featured Sponsored Post: Hero Image, 35 words of copy, link  
Banner Ad: 728x90 leaderboard ad

## SOCIAL MEDIA

Instagram/Facebook: Image or Video - 3 slide stories in a week  
Facebook: 1 post - 35 words copy, image, link

## WEB BANNER ADS

TABLEMagazine.com  
Digital banner ads on *tablemagazine.com*

## TARGETED WEB IMPRESSIONS

Deliver ads across our audience network to the TABLE audience on mobile devices, websites, social media, apps and Smart TVs.  
**Audience Matching:** TABLE subscriber base matched to digital device

Connected TV	SEO - Search Engine Optimization
Geofencing Mobile Ads	Retargeting
Category / Keyword targeting	Streaming Audio

IDS allowing you to target ads into the homes of TABLE readers.

**Audience Expansion:** TABLE subscriber base expanded to additional consumers with similar purchasing and lifestyle habits

**Specs:** Leaderboard (728x90), medium rectangle (300x250), skyscraper (160x600), billboard (970x250), smartphone banner (300x50, 320x50), portrait (300x600)

Pricing available upon request