

## 2009 Editorial Calendar

### January

#### ***Focus: Great New Mexico Books***

As readers cocoon during winter, our focus on Great New Mexico Books issue transports them to the Land of Enchantment and creates anticipation to travel to the places they have read about. Full of reading lists, short excerpts, and a map of places made famous in books, this will be an issue readers keep around.

### February

#### ***Focus: Annual Photo Contest Issue***

Our 8th Annual Photo Contest is bigger and better this year with a grand prize valued at \$3,000 in conjunction with Eloquent Light Photography Workshops. Winners will be published in the magazine and on [www.nmmagazine.com](http://www.nmmagazine.com).

### March

#### ***Focus: Cabin Fever and Romantic Getaways***

*Supplement: New Mexico Culture*

#### TRAVEL GUIDE

From the Taos Free Ski competition to New Mexico's hot springs and spas, we show you where to get away this month-whether you're hanging on to snow season or hankering for spring.

### April

#### ***Focus: Annual New Mexico Homes Issue***

Consistently a top seller, our yearly homes issue takes readers inside New Mexico's one-of-a-kind homes. Expect more than 30 pages of home-and-garden stories, photos, and how-to.

### May

#### ***Focus: Rail Renaissance***

*Supplement: Outdoor Recreation*

With the Rail Runner on track and rail yards being revitalized in its wake, there's a whole new way to experience New Mexico this summer. Our Rail Renaissance special issue looks at the way the railroad shaped New Mexico culture and shows readers why rail is riding high again.

### June

#### ***Focus: Summer Kick-Off***

#### TRAVEL GUIDE

As travelers make their summer plans, our June issue highlights great outdoor escapes and can't-miss blockbuster exhibitions and performances.

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### July

**Focus: Folk Art-from around the world to New Mexico**

Supplement: *New Mexico Culture*

New Mexico is notorious for its folk art-so much so that the International Folk Art Market is now hosting artisans from around the globe in what's quickly becoming the sort of Olympics of folk art. Learn what you can see and do this summer and how New Mexico is mentoring other cultures and communities.

### August

**Focus: Annual Native American Issue**

Consistently our best-selling issue of the year, this is a widely read and collected issue with details on the Gallup Intertribal Indian Ceremonial, Santa Fe Indian Market, and more.

### September

**Focus: Indian Summer-there's still time to travel**

TRAVEL GUIDE

Traditionally travel tapers off at back-to-school time. Not so in New Mexico, with golden light and warm temperatures for the next 6-8 weeks, our Indian Summer issue shows readers where they can taste wine, go camping, or witness our state's array of fall balloon fests.

### October

**Focus: Supernatural New Mexico and exclusive mystery excerpt from a New Mexico author**

Supplement: *New Mexico Culture*

### November

**Focus: New Mexico and the Movies annual collector's edition**

Supplement: *Outdoor Recreation*

### December

**Focus: The Holidays, New Mexico-style**

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