

# Old West TRAILS



Old West Country keeps the spirit of the 1800's southwestern New Mexico alive! It features the state's largest recreational lakes, mountains, and bird sanctuaries that offer a quality of life that was only in the dreams of early settlers.

Whether visitors are looking for a romantic getaway, a rugged adventure or a family-friendly excursion, they will find unique destinations in the Old West Country of southwest New Mexico. **Old West Trails** magazine is packed with information on the attractions and communities that make this area so appealing.

## The Communities of Old West Country

### Las Cruces / Old Mesilla / Hatch

Las Cruces is a whole new world at your fingertips: an unhurried atmosphere where you can relax and enjoy yourself.

### Silver City

Folks have been living in this part of the Southwest for more than 1,200 years.

### Deming / Columbus

With a population of nearly 15,000, Deming, New Mexico is still considered a small town.

### Lordsburg

Located in the bootheel of Southwestern New Mexico, Hidalgo County is characterized by year-round sunshine and beautiful desert and mountain scenery visible for over 60 miles.

### Socorro / Magdalena

The City of Socorro is a friendly community situated in central New Mexico, whose quality of life has attracted many families to relocate and enticed many local families to stay.

### Truth or Consequences / Elephant Butte

Nestled between Las Cruces and Albuquerque on Interstate 25, Truth or Consequences is renowned for its year-round wonderful climate, recreational facilities and mineral waters.

### Reserve / Glenwood

The frontier community of Reserve is the largest town in the county and serves as the county seat.

**Old West Trails** is the fulfillment piece for Old West Country, the 7 county region of southwest New Mexico. Estimated readership: 100,000 per issue

## Distribution

- **Old West Trails** is included in and is a supplement to New Mexico Traveler which is placed in over 200 properties representing 16,000+ premier hotel rooms in New Mexico, West Texas and Southwest Colorado. This provides the opportunity to reach 5.9 million affluent, traveling readers annually.\*
- **Old West Trails** is mailed to 15,000-20,000 inquiries from 8 states including California, Arizona, New Mexico, Texas, Colorado, Louisiana, Oklahoma and Florida from Old West Country/members advertisements such as New Mexico Magazine/Vacation Guide, Sunset Magazine, National Geographic Traveler, AAA Westways and AAA Journey, and 800 number/email inquiries.
- **Old West Trails** is distributed to Chambers of Commerce and Convention and Visitors Bureaus in the communities of Socorro, Truth or Consequences, Elephant Butte, Las Cruces, Deming, Lordsburg, Silver City, Bayard, Glenwood, Reserve, Quemado and Datil.
- **Old West Trails** is available at the Anthony and Lordsburg Visitor Centers at the entrance to New Mexico from Texas and Arizona.
- **Old West Trails** is available at the New Mexico kiosk at the El Paso Airport.
- **Old West Trails** is included on 4,000 Old West Country CD's which are used as a follow up to inquiries after 30 days.
- **Old West Trails** can be read online at [oldwestcountry.com](http://oldwestcountry.com) and [ziapublishing.com](http://ziapublishing.com).

\*Based on hotel occupancy, number of guests per room, and length of stay.

**our extended family** | reaching the right audience

Our readership is *loyal* and *decidedly upscale*. They enjoy *above average income levels*, are *home owners*, purchase *new cars*, make *major clothing expenditures*, invest in *fine jewelry, art and home accessories*. Our readers enjoy *outdoor sports, travel and country club living* as well.

## New Mexico Traveler

This definitive visitors' guide is read by hotel guests through-out New Mexico. It is an exclusive, in-room reference found in New Mexico's top resorts and vacation rentals. Guests find spectacular photo spreads and complete information for dining, shopping, sightseeing and vacations.

**Estimated readership: 5.9 million per issue**

## Old West Trails

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## Encantada

Captivating the travel, history, shopping, fine art, cuisine and adventures of Northern New Mexico. This definitive guide is placed at concierge desks in the region.

**Estimated readership: 30,000 per issue**

## Silver City LIFE

Silver City, in southwest New Mexico, is one of America's best. Listed in Norman Crampton's *The 100 Best Small Towns In America* and Norman Ford lists it in the *Top 1% of Healthiest Places to Live and Retire in the US*. It highlights area residents, homes, entertainment and business interests.

Zia Publishing's headquarters!

**Estimated readership: 30,000 per issue**

## Scenic Tours

A walk through history highlighting the multi-cultural communities, four gentle seasons, warm hospitality, wilderness areas and ancient cultures of the Silver City area.

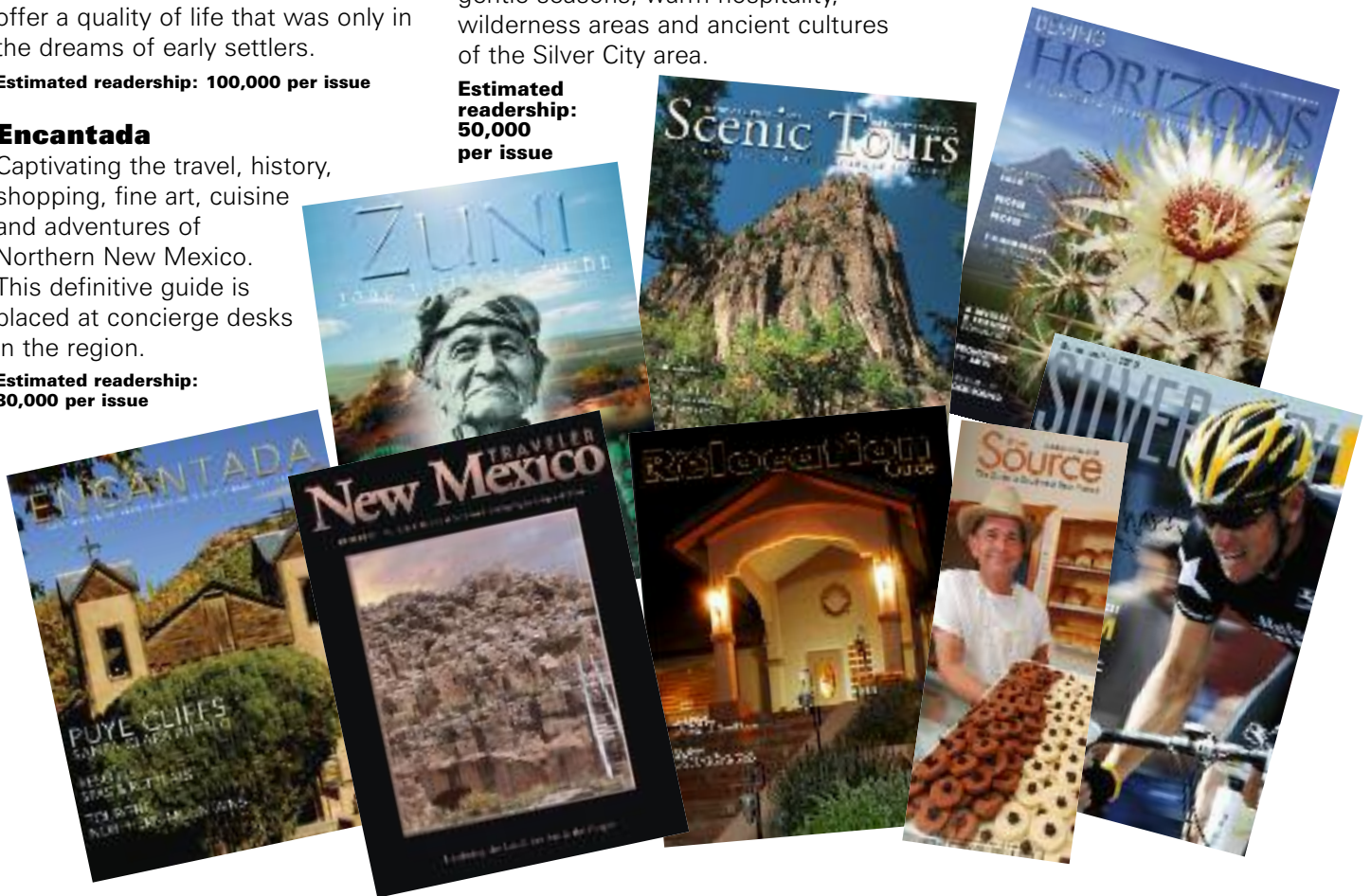
**Estimated readership: 50,000 per issue**



## Deming Horizons

A fabulous publication highlighting the quality of life that is enjoyed by Deming residents. A complete guide to area shopping, dining, schools and business interests.

**Estimated readership: 30,000 per issue**



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- *Old West Trails* can be read online at [oldwestcountry.com](http://oldwestcountry.com) and [ziapublishing.com](http://ziapublishing.com).
- 37,000 total copies were printed in 2009.

### Checklist

- Make sure that dimensions for ad are correct.
- Full page bleeds require .25" added to each side of the trim size (8.375" x 10.875"). Full page bleed size is 8.875" x 11.375.  
Depending on placement in the book, we will crop .25" from one side for left or right hand placement.
- Make sure that the ad centers in the live matter area (7.375 x 9.75) for full page bleeds. Do not place text or images outside the live matter area. We require a .5" margin in on each side of the trim.
- All the fonts used in the ad have been collected and are included in your fonts folder.
- All images in the ad are linked and are in your collected images folder.
- All images in the ad are saved at 300 dpi, are cropped and placed in the ad at 100% their size.
- Embed all fonts in your pdf.
- Make sure that fonts are not forced into special effects such as bold, italic, shadow, or outline.
- Use only Quark preferences. Do not use any hidden file preferences.

### Font usage tip

Do not apply keyboard commands for bold, italicized, etc. text. Use actual bold or italic fonts. Keyboard commands will make your text look bold or italicized on screen but it will revert to the (normal weight) font during file output and the effect will not print.

### File naming

File names must be all lower case – letters and numerals only. Filename must not exceed 18 characters in length. There should be no spaces in the file name. Underscore to separate words is allowed, dash (hyphen) is not allowed. Example, "product\_image1" (with underscore) is acceptable, "product-image1" (with hyphen) is not acceptable. **To recap:** There should be no spaces, periods, slashes, dollar signs, hyphens, commas, asterisks or capital letters in the name, and the name must be 18 characters or less. Numerals (0, 1, 2, ...9) are allowed.

### Acceptable media

- CD; DVD; or FTP (Please contact us to set up ftp access. Your files can be sent to us within minutes. A contract proof must follow the next business day).

### Supported file formats

- EPS • TIF • PDF (Macintosh®)

### Other file formats accepted

#### TIF

- CMYK color
- 300 dpi
- Must be submitted as a stuffed or zipped file

#### PDF

##### High Quality PDF Compression Settings:

- Color & Greyscale Images  
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- Monochrome Images (bitmap files)  
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- ASCII Format
- Color: Composite CMYK
- Embed All Fonts

### Proofs

We cannot accept a digital ad without a printout. A digital proof with a halftone dot (Polaroid or Kodak approval are examples) provides the greatest accuracy for matching color on press. Other digital proofs are acceptable as a representation of the ad itself, but are not considered accurate for matching the color on press. **THE FINAL APPEARANCE OF YOUR AD WILL BE AFFECTED BY THE ACCURACY OF YOUR PROOF.** Publisher is not responsible for color reproduction quality without a digital color proof provided for guidance.

### Additional Charges

- Any alterations to supplied disks will incur a \$85.00 per hour production charge.
- Any necessary separations will incur production charges for labor and materials.

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