

New Mexico

THE MAGAZINE FOR AAA MEMBERS

JOURNEY

MARCH/APRIL 2010

New Mexico Wine Trail

New Mexico is the country's oldest wine-producing region (older than Napa). When the Spanish conquistadors came here, they planted grapes for sacramental wine. Our story will focus on the state's biggest wine trail located in the North Central region, where readers may be surprised to find not only about 30 wineries, but also a number of award-winning wines. A sidebar will tell where to find information on other wine trails in the state.

Hawaii: Beyond the Beach

The islands are a lot more than a lovely sandbox to lounge in. For the more adventurous, here's a roundup of our favorite off-the-beaten-path ways to get active in Hawaii, from tubing down a sugarcane flume, to kayaking the Hanalei River, to hiking through lava tubes, to going on a horseback ride to a waterfall.



DAY TRIP: CHIMAYÓ

This day trip is timed to the Easter Pilgrimage, when, during holy week, thousands journey on foot to El Santuario de Chimayó.

GOING PLACES: TRAVEL | FOOD | CULTURE | NEWS

In the Spotlight: We'll highlight **Cowboy Days at the New Mexico Farm and Ranch Heritage Museum** in Las Cruces, this year March 13-14. Cowboy breakfasts, live Western music, a Western Arts and Crafts Show, workdog demonstrations, and stagecoach rides are some of the activities families can enjoy.

Local Hits: Rafting—3 great places to set your boat afloat.

Hot Plates: We'll feature a popular restaurant in **Roswell**.

LOCAL COLOR: MISS INDIAN WORLD

We'll interview last year's pageant winner and at the same time take a look into this huge Gathering of the Nations festival held in Albuquerque in April.

ADVERTISE IN NEW MEXICO JOURNEY MAGAZINE

New Mexico Journey is a travel and lifestyle magazine for educated, affluent, and active readers who live in New Mexico.

When readers see ads in *New Mexico Journey*, they extend the same unwavering loyalty and trust they have for the AAA brand to the advertiser's brand and respond in kind. In fact, 70% of readers take some sort of action after reading *New Mexico Journey*. Not surprising—given the intense affinity *New Mexico Journey* evokes with AAA members—an editorial mention about upcoming events or attractions, tours, and new or unique dining experiences has resulted in "sell-out" situations for restaurateurs and event venues!

DEADLINES:

Space: January 4, 2010

Materials: January 8, 2010

First possible in-home date: February 18, 2010

Circulation: 107,000

Total *New Mexico Journey* readers: 235,400

Call your local sales representative today to reserve your space in *New Mexico Journey's* March/April issue.

Editorial calendar is subject to change.

