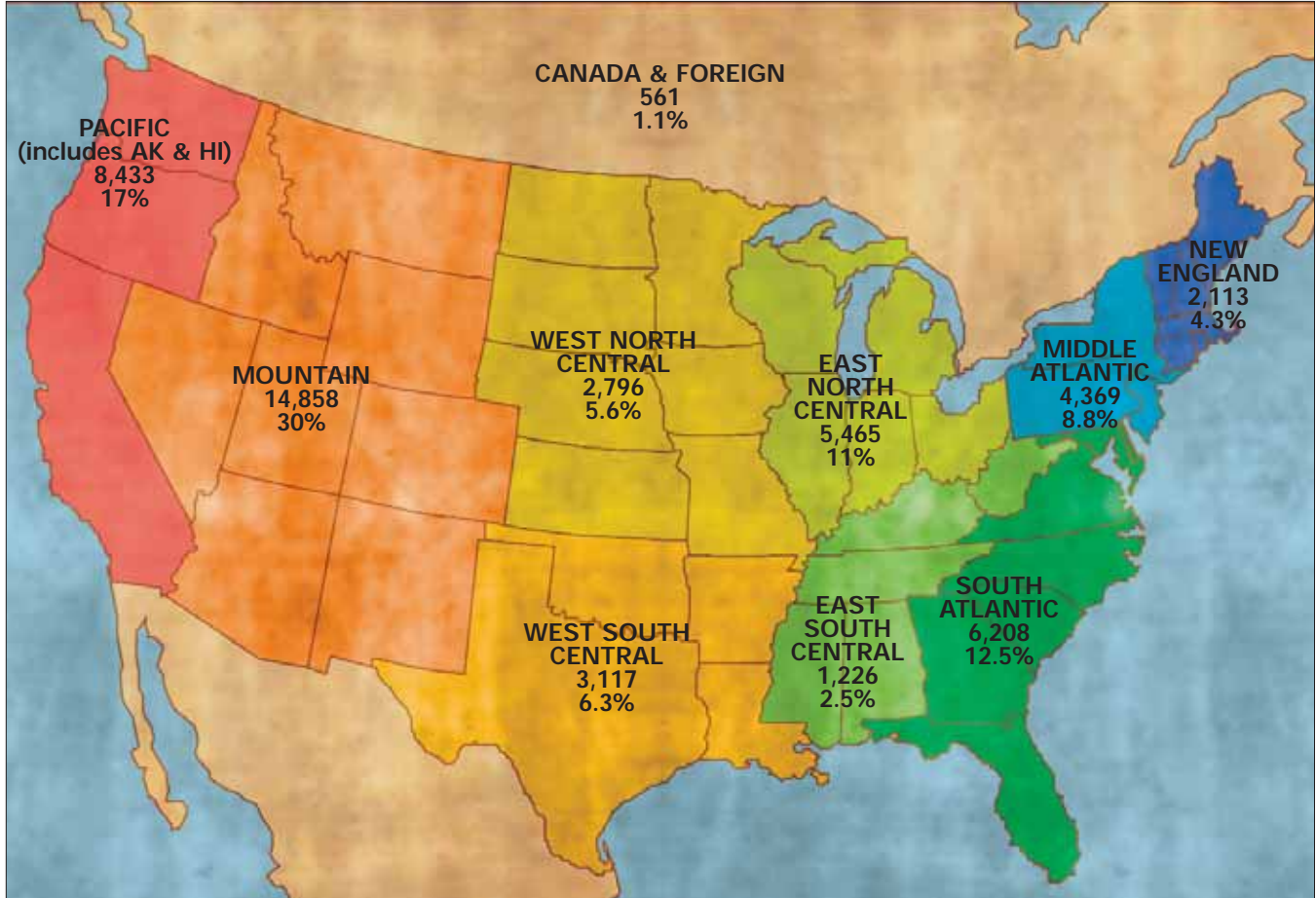


# Geographic Breakdown of Qualified Circulation



## OVER 20 YEARS OF PUBLISHING

NATIVE PEOPLES is the world's oldest magazine devoted solely to Native American art and culture. It has the largest qualified paid circulation of magazines in this genre. In every issue, a dynamic combination of editorial excellence and outstanding photography enriches the lives of our upscale readers while presenting important and fascinating information.

Our unique museum affiliations, subscribers, retail newsstand sales and bonus distribution offer you, the advertiser, qualified subscribers who support the arts and lifeways of Native America through their buying power. They are keenly interested in Native American contemporary art, artifacts, history and culture.

## CIRCULATION STATISTICS

- Reach a qualified circulation of 50,000 per issue.
- With a 3.1 pass along rate, you have an audience of over 155,000 readers per issue.
- An average of 4,225 copies per issue are distributed in the premier hotels of Santa Fe and Taos, NM and Scottsdale, AZ.
- Bonus circulation at many of the largest Indian art markets, including the SWAIA Santa Fe Indian Market, Heard Museum Indian Market and Eiteljorg Museum Indian Market.
- *Native Peoples'* web site [www.nativepeoples.com](http://www.nativepeoples.com) sponsorship advertisers have included IBM for its Brand Name Recognition campaign.

## NATIVE PEOPLES MAGAZINE