

# GREEN FIRE TIMES

*News and Views from the Sustainable Southwest*

## MEDIA KIT 2020

COMMUNITY • CULTURE • ENVIRONMENT • ECONOMY

Green Jobs • Businesses • Products • Services • Building • Energy • Entrepreneurship  
Food & Agriculture • Natural Resource Stewardship • Education • Health & Wellness  
Regional History • Arts & Culture • Native Perspectives • Local Heroes



## GREEN FIRE TIMES

### *News & Views from the Sustainable Southwest*

**GREEN FIRE TIMES** is an inspiring, free publication that uniquely contributes to New Mexico's media landscape by presenting cutting-edge innovations along with time-honored traditions. The bimonthly print edition is widely distributed throughout north-central New Mexico—from Albuquerque to Taos and beyond. GFT is also online: [GreenFireTimes.com](http://GreenFireTimes.com)



Through informative articles, newsbites, photojournalism and a calendar of events, Green Fire Times provides useful information for residents, businesspeople, students and visitors—anyone interested in the history and entrepreneurial spirit of New Mexico and the Southwest. The award-winning publication offers multicultural

perspectives on the interrelationship of communities, businesses and the environment, focusing on people, enterprises and initiatives that are transforming New Mexico into a diverse and sustainable economy.

*Green Fire Times was first published in 2009. It was acquired in 2018 by Southwest Learning Centers (est. 1972, [swlearningcenters.org](http://swlearningcenters.org)), a 501(c)3 non-profit educational organization focused on multicultural education and community development.*

*Green Fire Times* is now operated by Green Earth Publishing, LLC. Co-founder Seth Roffman continues as Editor-in-Chief. Alejandro López is the Associate Editor. A small staff and multitude of contributors make GFT possible. It is very challenging to produce a free, quality, independent publication. We rely primarily on advertising revenue, along with financial contributions from readers and foundations.

### ADVERTISING

Advertising makes Green Fire Times possible.

*For ad rates and specifications, please see the attached sheet, email [advertise@greenfiretimes.com](mailto:advertise@greenfiretimes.com) or call 505-989-8898.*

### EDITORIAL CONTENT

Each month, knowledgeable writers, mostly from our region, provide valuable and entertaining information with native cultural perspectives. Some editions have a predominant theme or special section. All include a variety of topics.

### EXAMPLES OF SPECIAL SECTIONS AND THEMED EDITIONS

- New Mexico's Micro-Economies
- Keeping Cultural Authenticity
- Healthy Kids, Healthy Economy
- A Community of Creatives in Action
- Growing a Regional Food System
- New Mexico Acequias: Global Heritage
- The Hidden Faces of Northern New Mexico
- Planning for a Secure Water Future
- Indigenous Solutions: Convocation on Education
- Visions for the Future of New Mexico
- Sustainable Tourism
- Green Gifts
- A Renewable Energy Future

*“Multicultural perspectives on the interrelationship of communities, business enterprises and the environment”*

## MORE THAN A MONTHLY MAGAZINE

*Green Fire Times* provides a platform for community members and organizations to share stories of hope and helps nurture the cultures, livelihoods and lives of people—including those in rural communities—by linking education with jobs and highlighting the creation of a workforce with skills increasingly in demand. The publication has become a mainstay of Native American, Indo-Hispanic, Anglo and other communities who have grown tired of tourist-oriented literature and the mainstream press, which tends to rely on national news, stories of violence and all-too-brief forays into important local issues.

*Green Fire Times* is also an archive for community action. Articles document successful community projects supporting sustainability—culture and language, traditional economy and ecological traditions respectful of Mother Earth. Communities, some with few resources, encouraged by these articles, persevere with their projects to keep time-honored traditions alive for future generations. Benefits to New Mexico and the Southwest include continuance of a pool of knowledge for living in our desert environment. Traditions here have sustained cultures for thousands of years. Now more than ever is the time to preserve and implement these practices while protecting ecosystems and natural resources.

*Green Fire Times'* transition to a nonprofit has expanded its potential. We are working to formalize a training/mentorship program for aspiring writers, journalists and documentarians, including young people from under-represented communities.

*“An inspiring monthly publication that presents cutting-edge innovations and time-honored traditions”*

## DONATIONS

### *Help Support Green Fire Times*

- *For a tax-deductible donation, send a check payable to:*  
**Southwest Learning Centers, Inc. / GFT**  
**P.O. Box 8627**  
**Santa Fe, N.M. 87504-8627**
- *Or via Fundly:*  
<https://fundly.com/sustain-green-fire-times#>

For more information: [info@greenfiretimes.com](mailto:info@greenfiretimes.com), 505-989-8898 or visit [GreenFireTimes.com](http://GreenFireTimes.com)

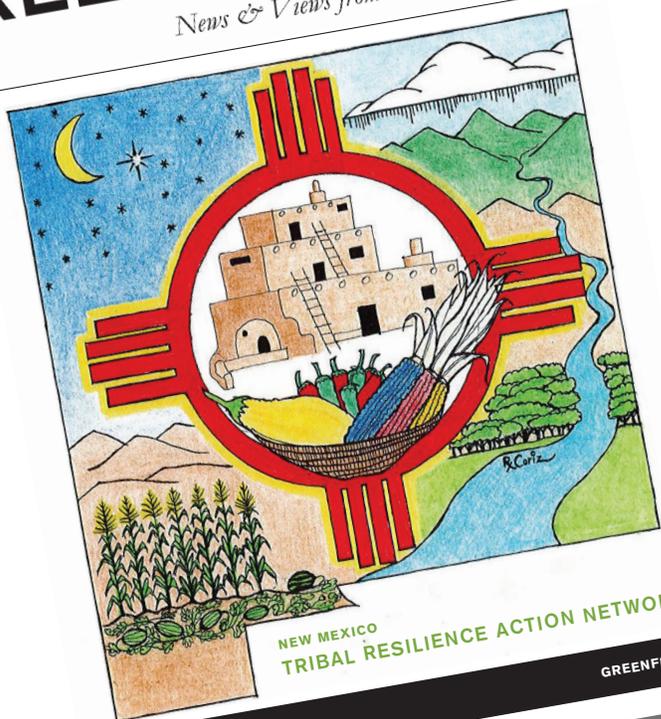


SEPTEMBER 2019

INDIGENOUS SOLUTIONS

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NEW MEXICO  
TRIBAL RESILIENCE ACTION NETWORK

GREENFIRETIMES.COM

VOLUME 11 NUMBER 6

## AUDIENCE • MARKET • DEMOGRAPHIC

As a free, widely distributed, highly respected print and online publication, *Green Fire Times* reaches a diverse readership. Identifiable groups of readers include:

- **New Mexico Residents:** *Green Fire Times* has display boxes and racks at libraries, schools, community centers, offices, businesses and public places from Albuquerque to Taos.
- **Business People:** GFT showcases businesses and organizations such as educational and cultural institutions, tourism and recreational enterprises, technology companies, regional food and product producers, and “green” products and services.
- **Economic Development Agencies and Advocates:** Economic development and entrepreneurship are regular topics.

- **Teachers and Students:** New Mexico classrooms – from elementary to college levels – have used GFT as part of their curriculum. Those schools include: University of New Mexico Sustainability Studies Program, UNM’s Native American Studies Program, Northern New Mexico College, Santa Fe Community College, Santa Fe Indian School and Bernalillo High School. Some state and tribal libraries maintain a collection of GFT.

- **Community Development Organizations:** GFT regularly showcases enterprises and initiatives taking place in New Mexico communities.

- **Cultural Preservationists:** GFT showcases regional history, along with enterprises and initiatives that support cultural preservation.

- **Tourists and Visitors:**

The publication is distributed at tourist visitor centers. *Green Fire Times*’ cultural journalism, coverage of cultures and eco-tourism appeals to visitors and inspires them to buy the region’s products and procure local services.

- **Environmental Interests:** *Green Fire Times* areas of focus include the stewardship of natural resources and the interrelationship of community, culture, the environment and the regional economy. Regular readers include individuals and groups interested in the conservation of land and water.

- **Health Advocates:** Holistic health has roots in traditions of cultures of the Southwest. This is one of the frequent topics in GFT.

- **Sustainability Advocates:** Those engaged in learning about and working toward sustainability find *Green Fire Times* to be a useful source of information. Enterprises that utilize responsible business practices while improving the bottom line are featured. These sorts of initiatives reflect a fundamental change in how people are thinking, living and doing business.