

2015

International Folk Art Magazine

Magazine

WEDNESDAY, JULY 8

Deadline for all files: **MON. JUNE 8**

In 2014 visitors to International Folk Art Market Santa Fe spent an astounding **\$10.5 million dollars OUTSIDE of the Market!**

75% of visitors attending were from outside Santa Fe! Don't miss this extraordinary opportunity to get your destination business in front of this high impact audience with an ad in the Market's official guide — International Folk Art Market Magazine.

Premium Positions

Ad position	Rate includes color
Inside Front Cover	\$3600
Inside Back Cover	\$3150
Back Cover	\$3935

DISTRIBUTION:

Reach **75K+ readers and Market visitors with** Wednesday insertion in the Santa Fe New Mexican plus 12,000 magazines distributed at International Folk Art Market and to hotels, motels and visitor centers throughout the region.

SPECIFICATIONS:

10.375" x 12.50" Full Glossy Magazine
Perfect Binding



Full glossy publication. All ads include color.

Size	Size (inches)	Rate
Triple Full (3 Consecutive pages)	7.375 x 9.875 (x3)	\$5365
2-Page Spread	7.375 x 9.875 (x2)	\$4770
Full Page	7.375 x 9.875	\$2385
Half Page Vertical	3.595 x 9.875	\$1468
Half Page Horizontal	7.375 x 4.845	\$1468
Quarter	3.595 x 4.845	\$880
Eighth	3.595 x 2.331	\$495

25% Surcharge for Guaranteed Placement.

To Advertise:

505-995-3852 or advertising@sfnewmexican.com