

2023  
**International  
 Folk Art  
 Magazine**



**Advertise in International Folk Art Magazine**

The *International Folk Art Market* brings the world to Santa Fe with global artists, unique crafts, and vibrant live performances. The official magazine provides a unique opportunity to highlight your business in an engaging and dynamic way, reaching a diverse, global community of art lovers and collectors.

With our vast readership, we can create a connection between you and potential customers that can last far beyond this amazing event. Don't miss this extraordinary opportunity to get your brand in front of this high-impact audience.

View the latest edition: [www.sfnm.co/sfifam](http://www.sfnm.co/sfifam)

**DISTRIBUTION**

- Reach 50K+ readers and Market visitors
- Sunday insertion in the Santa Fe New Mexican
- Additional 10,000+ magazines distributed at *International Folk Art Market* and to hotels, motels and visitor centers throughout the region

**SUNDAY, JUNE 25, 2023**

**Reservation & Art Deadline:  
 WEDNESDAY, MAY 24, 2023**

**PRICING**

**Magazine Size:** 8.375w x 10.875h

Full Gloss, Perfect Bound

**PREMIUM POSITIONS** Full Color Ads

Ad Position	Rate
Inside Front Cover	\$3,708
Inside Back Cover	\$3,245
Back Cover	\$4,053

**GENERAL PLACEMENT** Full Color Ads

Ad Position	Size (inches)	Rate
Full Page	7.375" w x 9.875" h	\$2,474
Half Page Vert.	3.595" w x 9.875" h	\$1,504
Half Page Horiz.	7.375" w x 4.845" h	\$1,504
Quarter	3.595" w x 4.845" h	\$907
Eighth	3.595" w x 2.331" h	\$510

**Call 505-995-3852 or email  
[advertising@sfnewmexican.com](mailto:advertising@sfnewmexican.com)**

Full Page Bleed specifications available upon request.