

# 2026 HOME SANTA FE REAL ESTATE GUIDE

## ADVERTISING RATES

## SANTA FE NEW MEXICAN

HOME magazine focuses on real estate and all home related product and services. Published on the first Sunday of each month, HOME offers a full month shelf-life with strong distribution. HOME is placed in the Sunday newspaper and reaches over 50,000 readers and 3,000 overruns are placed in front of real estate offices, the Santa Fe Chamber of Commerce, visitor centers, hotels, shops and restaurants around town.

| Publication Date (Sunday) | Space Reservation (Monday) | Glossy & Non-Glossy Ad Materials Due (Monday) |
|---------------------------|----------------------------|---|
| January 4                 | December 8, 2025           | December 15, 2025                             |
| February 1                | January 5, 2026            | January 12, 2026                              |
| March 1                   | February 2                 | February 9                                    |
| April 5                   | March 9                    | March 16                                      |
| May 3                     | April 6                    | April 13                                      |
| June 7                    | May 11                     | May 18  |
| July 5                    | June 8                     | June 15                                       |
| August 2                  | July 6                     | July 13                                       |
| September 6               | August 10                  | August 17                                     |
| October 4                 | September 7                | September 14                                  |
| November 1                | October 5                  | October 12                                    |
| December 6                | November 9                 | November 16                                   |
| January 3, 2026           | December 7, 2026           | December 14, 2026                             |

| Black & White | 1x      | 6x      | 12x     |
|---------------|---------|---------|---------|
| Full Pg.      | \$1,905 | \$1,830 | \$1,662 |
| Half Pg.      | \$1,090 | \$992   | \$856   |
| Quarter Pg.   | \$550   | \$505   | \$439   |
| Eighth Pg.    | \$330   | \$299   | \$245   |

| Color       | 1x      | 6x      | 12x     |
|-------------|---------|---------|---------|
| Full Pg.    | \$2,314 | \$2,239 | \$2,071 |
| Half Pg.    | \$1,305 | \$1,207 | \$1,071 |
| Quarter Pg. | \$675   | \$630   | \$564   |
| Eighth Pg.  | \$399   | \$368   | \$314   |

To Advertise Call  
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[advertising@sfnewmexican.com](mailto:advertising@sfnewmexican.com)

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