

2026

FELIZ NAVIDAD

Magazine



SHINE BRIGHT THIS HOLIDAY SEASON!
Advertise in *Feliz Navidad*, on Black Friday.

The Holiday Season in Santa Fe is a destination event – rich in tradition, performance and festivities and adorned in the beautiful glow of thousands of luminarias. Advertise your gift items, holiday events and services in this comprehensive guide to Santa Fe holiday happenings. This is the best time of year to place your business in front of tourists and local residents who are eagerly anticipating holiday shopping deals! And it will be out on Black Friday!

DISTRIBUTION

- Reach as many as 41+K readers
- Black Friday insertion in the *Santa Fe New Mexican*
- Additional distribution throughout the region on Black Friday—the largest shopping day before Christmas

Publishes:

Friday, November 27, 2026

**Reservation & Art Deadline:
Tuesday, November 3, 2026**

PRICING

Magazine Size: 10.5" w x 12.5" h
Tabloid Size, Glossy Covers, Stitch & Trim

Full Color Glossy Ads

Ad Position	Rate
Inside Front Cover	\$2,300
Inside Back Cover	\$2,100
Back Cover	\$2,500

Non-Glossy

Ad Position	Size (inches)	Rate
Full Page	9.75" w x 11.5" h	\$1,800
Half Page Vert.	4.75" w x 11.5" h	\$875
Half Page Horiz.	9.75" w x 5.625" h	\$875
Quarter	4.75" w x 5.625" h	\$515
Eighth	4.75" w x 2.688" h	\$260

Full Page Bleed specifications available upon request.

Holiday Gift Guide Special Rates



When you purchase an ad in *Feliz Navidad*, you become eligible for these special rates in *Holiday Gift Guide*.

- Quarter Page \$125
- Half Page \$250
- Full Page \$375

**Call 505-995-3852 or email
advertising@sfnewmexican.com**

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