

2026 - 2027

# WINTER LIFE

WINTER GUIDE



## ADVERTISE IN WINTER LIFE NORTHERN NEW MEXICO'S #1 WINTER GUIDE

Winter in Santa Fe is all about FUN! Promote your business all season long with an ad in *Winter Life* Magazine. Showcase your business alongside all of the amazing winter adventures that Northern New Mexico has to offer: skiing, world-class museums, luxurious resorts, incredible restaurants, concerts, galleries, celebrations and more. Featuring high-definition full glossy printing for maximum advertiser impact.

### DISTRIBUTION

- Reach 41k+ readers
- Sunday insertion in the *Santa Fe New Mexican*
- 12K additional season-long regional distribution throughout Northern New Mexico, including airports, hotels/motels, and visitors center

### PREMIUM POSITIONS Full Color Ads

Ad Position	Rate
Inside Front Cover	\$3,994
Inside Back Cover	\$3,058
Back Cover	\$4,322
Centerfold One Page	\$3,276

**Publishes:**  
**Sunday, November 8, 2026**

**Reservation & Art Deadline:**  
**Wednesday, October 7, 2026**

### PRICING

**Magazine Size:** Trim size: 9.5w x 11.5h,  
**Full Gloss, Perfect Bound**

### GENERAL PLACEMENT Full Color Ads

Ad Position	Size (inches)	Rate
Double Truck	8.5"w x 10.5139"h (x2)	\$6,695
Full Page	8.5"w x 10.5139"h	\$2,225
Half Page Vert.	4.1806"w x 10.5139"h	\$1,195
Half Page Horiz.	8.5"w x 5.1667"h	\$1,195
Quarter	4.1806"w x 5.1667"h	\$644
Eighth	4.1806"w x 2.5" h	\$338

Full Page Bleed specifications  
available upon request.

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

**SANTA FE  NEW MEXICAN**