

2026 International Folk Art MAGAZINE



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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

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

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

SANTA FE  NEW MEXICAN

Publishes:
Sunday, July 5, 2026

Reservation & Art Deadline:
Wednesday, May 20, 2026

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

Full Page Bleed specifications available upon request.