

Haciendas

Home Building Santa Fe Style

A PARADE OF HOMES

2026 MAGAZINE



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ADVERTISE IN HACIENDAS - A PARADE OF HOMES
MAGAZINE

Haciendas features the dream homes of the Parade of Homes and highlights Northern New Mexico's best builders, remodelers, decorators and more in this beautiful publication designed by the *Santa Fe New Mexican* in collaboration with the Santa Fe Area Home Builders Association.

Over its six month publication cycle, *Haciendas* will be distributed in premium locations around Santa Fe and Albuquerque, including banks, realty offices, design and decorating centers and visitor hot spots like tourism information centers and hotels. Local targeting includes retailers, grocers and building-supply outlets. Get your company in front of the right audience.

Join with other top-shelf professionals in this impactful publication that builds on the solid foundation of comfort, luxury, stability and style. View the latest edition: www.sfnm.co/POH

DISTRIBUTION

- Reach 41K+ readers
- Friday insertion in the *Santa Fe New Mexican*
- Additional distribution at the Santa Fe Area Home Builders Association Parade of Homes held during August 7-9 and 14-16, 2026
- Multiple affiliated and associated businesses throughout Albuquerque, Santa Fe and Northern New Mexico are confirmed distribution points

Call 505-995-3852 or email
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SANTA FE  NEW MEXICAN

In collaboration with the
Santa Fe Area Home Builders Association

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PRICING

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PREMIUM POSITIONS Full Color Ads

Ad Position	Rate
Inside Front Cover + 1 page	\$4,403
Inside Back Cover	\$2,421
Back Cover	\$3,396

GENERAL PLACEMENT Full Color Ads

Ad Position	Size (inches)	Rate	SFAHBA Member Rate
Full Page	7.375" w x 9.875" h	\$1,983	\$1,650
Half Page Vert.	3.595" w x 9.875" h	\$1,556	\$1,295
Half Page Horiz.	7.375" w x 4.845" h	\$1,556	\$1,295
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