

2025

VIDA

MAGAZINE



CALLING ALL BON VIVANTS, CONNOISSEURS, AND THE YOUNG AT HEART!

VIDA magazine is for Santa Fe's well-heeled, curious, and engaged readers in their 50s, 60s, and 70s+. Luxury-minded editorial will delve into what's now and what's next for this evolving time of life with expert content on health, fitness and lifestyle. Elegance and sophistication converge to create an immersive reading experience that caters to the refined tastes surrounding cuisine, travel, fashion, romance and more.

This magazine is geared towards an audience of ground breakers that are maximizing life, reaching for their dreams, finding second careers or donating time to their favorite organizations. These discerning and affluent consumers are updating everything from their look and wardrobe to their cars and homes. As an advertiser, VIDA presents a direct pathway to a selective audience influenced by high quality brands that share their passion for luxury.

VIDA's vibrant — and influential — readers will be eager to connect with businesses that can match their zest for life and appreciation for the finer things. The magazine provides an unparalleled opportunity to showcase your business to a dynamic group making the most of life in the City Different.

DISTRIBUTION

- Reach 41K+ readers
- Sunday insertion in the *Santa Fe New Mexican*
- Multiple affiliated and associated businesses throughout Northern New Mexico

Publishes:

Sunday, September 21, 2025

**Reservation & Art Deadline:
Wednesday, August 20, 2025**

PRICING

Magazine Size: 9.5" w x 11.5" h
Full Gloss, Perfect Bound

Premium Positions; Full Color

Ad Position	Rate
Back Cover	\$3,150
Inside Front Cover	\$2,798
Inside Back Cover	\$2,550

General Placement; Full Color

Ad Position	Size (inches)	Rate
Full Page	8.5" w x 10.5139" h	\$2,090
Half Page Vert.	4.1806" w x 10.5139" h	\$1,235
Half Page Horiz.	8.5" w x 5.1667" h	\$1,235
Quarter	4.1806" w x 5.1667" h	\$775
Eighth	4.1806" w x 2.5" h	\$495

Full Page Bleed specifications
available upon request.

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