

# 2026 Holiday Gift Guide



## SPREAD THE JOY OF SHOPPING LOCAL ADVERTISE IN HOLIDAY GIFT GUIDE

It's the most wonderful shopping time of the year, and the *Santa Fe New Mexican's 2026 Holiday Gift Guide* provides the perfect opportunity for shoppers to support local businesses and give the gift of an enchanting Santa Fe holiday. With shopping tips and helpful holiday articles, this magazine will be the go-to guide for last minute shoppers. Put the spotlight on your holiday specials and show locals and visitors alike that your business has what they need with an ad in the *Holiday Gift Guide*!

### BENEFITS

- Reach 41K+ readers
- Sunday insertion in the *Santa Fe New Mexican*
- Additional copies will be distributed at appropriate locations throughout the area

**Publishes:**  
**Sunday, December 6, 2026**

**Reservation & Art Deadline:**  
**Monday, November 16, 2026**

### PRICING

**Magazine Size:** Tabloid size trimmed to 10.5" w x 12.5" h

### PREMIUM POSITIONS Full Color Ads

Ad Position	Rate
Inside Front Cover	\$875
Inside Back Cover	\$800
Back Cover	\$950

### GENERAL PLACEMENT Full Color Ads

Ad Position	Size (inches)	Rate
Full Page	9.75 x 11.5	\$530

### Holiday Gift Guide Special Rates



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

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

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

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Full Page Bleed specifications  
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