



2026  
**BIENVENIDOS**  
 SUMMER GUIDE

**ADVERTISE IN BIENVENIDOS**

Summer's back! Northern New Mexico's legendary summer atmosphere will soon be here and with it the spirit of adventure and discovery that make Santa Fe such a wonderful place to live and play. It's the peak season for the City Different, and *Bienvenidos* celebrates all festivals, events, and attractions that make our city shine.

Join us in welcoming all the enchantment a Santa Fe summer has to offer and reach the thousands of tourists and locals who flock to the area this time of year seeking an unforgettable experience. Ensure your brand is part of this year's excitement as we share how to experience our culture through food, art, performance, and unique shops with *Bienvenidos*, the region's premier summer guide.

**DISTRIBUTION**

- Reach as many as 41k+ readers
- Friday insertion in *The Santa Fe New Mexican*
- Distributed throughout the region during the summer season



View the latest edition: [www.sfnm.co/bienvenidos](http://www.sfnm.co/bienvenidos)

**Call 505-995-3852 or email [advertising@sfnm.com](mailto:advertising@sfnm.com)**

**Publishes:  
 Friday, May 15, 2026**

**Reservation & Art Deadline:  
 Tuesday, April 14, 2026**

**PRICING**

**Magazine Size:** Trim size: 9.5w x 11.5h,  
 Full Glossy Magazine, Perfect Binding

**PREMIUM POSITIONS** Full Color Ads

Ad Position	Rate
Inside Front Cover	\$4,225
Inside Back Cover	\$3,245
Back Cover	\$4,635

**GENERAL PLACEMENT** Full Color Ads

Ad Position	Size (inches)	Rate
Double Truck	8.5"w x 10.5139"h (x2)	\$5,196
Full Page	8.5"w x 10.5139"h	\$2,387
Half Page Vert.	4.1806"w x 10.5139"h	\$1,492
Half Page Horiz.	8.5"w x 5.1667"h	\$1,492
Quarter	4.1806"w x 5.1667"h	\$911
Eighth	4.1806"w x 2.5"h	\$535

Full Page Bleed specifications available upon request.