

2026

C.A.R.E.

Cancer Awareness
Resource & Education



ADVERTISE IN C.A.R.E. MAGAZINE

From receiving a diagnosis to undergoing treatment, cancer is a journey. The *Santa Fe New Mexican* magazine, *C.A.R.E.*, raises awareness by sharing the stories, challenges and breakthroughs of those we love on this journey. With articles for patients, families and caregivers, *C.A.R.E.* is a comprehensive guide and a gift to everyone on the path.

Your *C.A.R.E.* ad will send a strong message to the local community that your business is committed to supporting efforts dedicated to this important cause.

The guide will include:

- The basics of cancer and advancements in the cause
- Stories from those affected and professional recommendations
- 2026 support group listings
- Tips for caregivers and family/friend dynamics
- Treatment information and coping with side effects
- Health insurance information
- Local shopping, financial and recreational resources
- Handling hospice and palliative care
- Calendar of events
- and MUCH MORE

View the latest edition: www.sfnm.co/care

DISTRIBUTION

- Reach as many as 41k+ readers
- Sunday insertion in the *Santa Fe New Mexican*
- Additional distribution at area health care centers and facilities

Publishes:

Sunday, February 15, 2026

**Reservation & Art Deadline:
Monday, January 26, 2026**

PRICING

Magazine Size: Stitch and Trim Finish to 6" w x 10" h

Non-Glossy; Full Color Ads

Ad Position	Size (inches)	Rate
Full Page	5" w x 8.75" h	\$880
Half Page Vert.	2.375" w x 8.75" h	\$550
Half Page Horiz.	5" w x 4.265" h	\$550

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

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