

2025

SANTA FE NEW MEXICAN

Multimedia Advertising Guide



Everything you need to reach the Santa Fe market

NEWSPAPER • MAGAZINES • DIGITAL • PRINTING

CONTACT US: (505) 995-3852 • ADVERTISING@SFNEWMEXICAN.COM

175 YEARS AND COUNTING



In 2024, the *Santa Fe New Mexican* celebrated its 175th anniversary. On November 28, 1849, eleven years before the Civil War began, the first edition came off the press in Santa Fe, New Mexico. From that day, the New Mexican has been the voice of Santa Fe and Northern New Mexico. We've been here through it all and all the while we've kept faith with the people and businesses of Santa Fe to provide the very best news coverage in New Mexico. Along the way, the newspaper has won numerous awards and accolades.

Today, from its newspaper roots, the New Mexican has grown into the "go-to" source not only for news but for advertisers. Our stable of print and on-line publications is unrivaled in the Southwest United States. We also offer a full suite of digital services and state-of-the-art commercial printing products. Today, for any person or company who wants to best reach the Santa Fe market, they only have to come to one source, the *Santa Fe New Mexican*.

We pledge to continue to honor you, the people of Santa Fe, our subscribers and our advertisers.

Here's to another 175 years!



**THE
NEW MEXICAN**
175 YEARS
OF SERVICE

OWNER

Robin
Martin

PUBLISHER

Patrick
Dorsey

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Santa Fe New Mexican 2

Pasatiempo 5

eNewsletters 7

Digital Products 8-9

Magazines 10

Home Real Estate Guide 13

Classified Advertising 14

Thrifty Nickel 14

Specialty Printing 15

Commercial Printing 15

Ad Dimensions 16

Deadlines 17



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SANTA FE COUNTY'S #1 DAILY NEWS SOURCE



16,753

Sunday Circulation

19,071

Friday Circulation

17,147

Daily Circulation (Mon-Sat)

2025

71% of readers take action as a result of reading advertisements in the newspaper

Santa Fe County % Household Penetration

30%

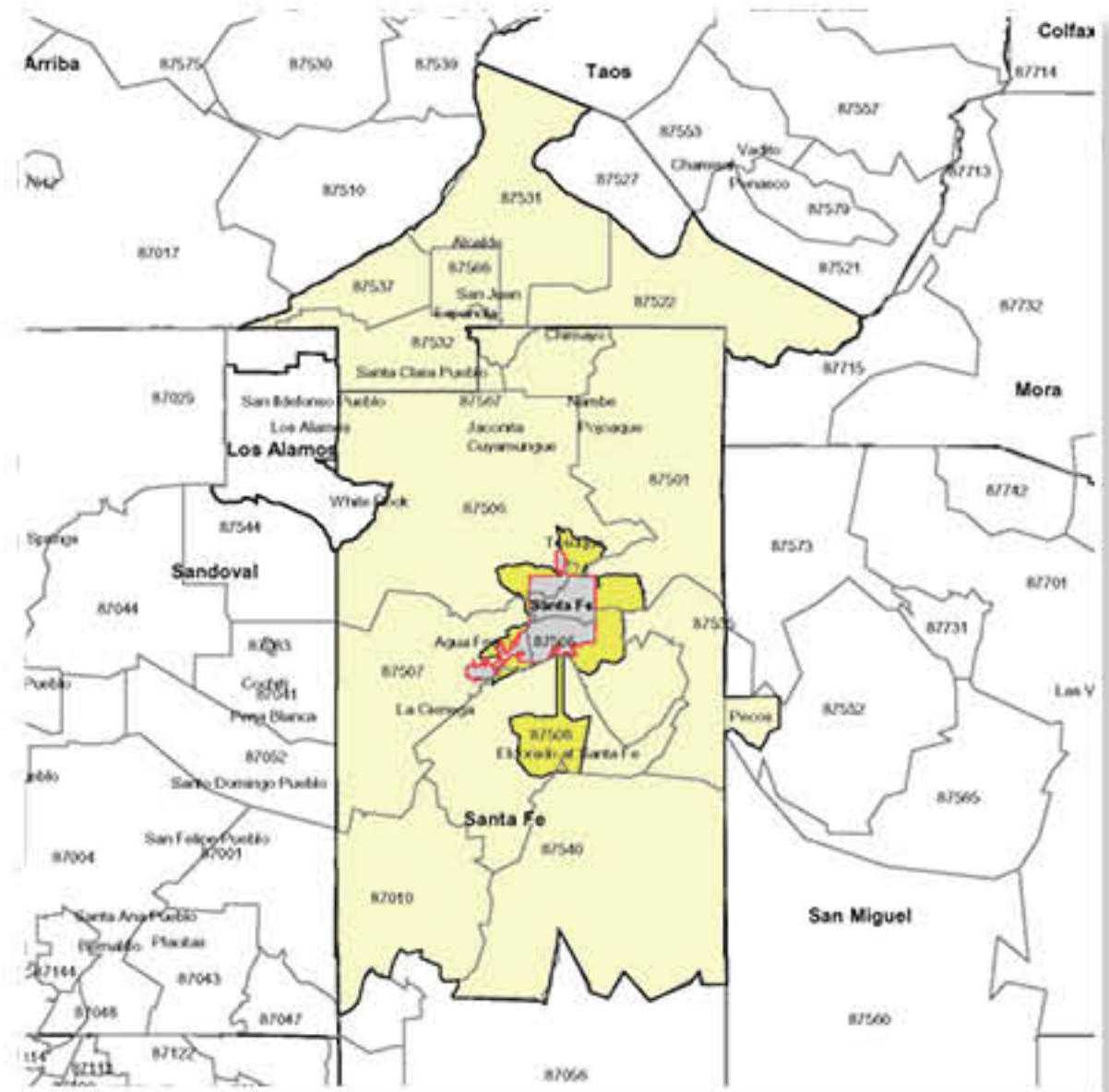
SANTA FE NEW MEXICAN

7%

ALBUQUERQUE JOURNAL

**THE BEST OF NEW MEXICO
2024 AND PREVIOUS WINNER**

New Mexico Press Association
"Award for General Excellence"
among all New Mexico Newspapers



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WEEKLY MAGAZINE OF ARTS, ENTERTAINMENT & CULTURE

Fridays in The Santa Fe New Mexican

"It has been noted that an average issue of *Pasatiempo* has the same amount of editorial material as does a Sunday *New York Times* Arts and Leisure section."

- Richard Gaddes, former director of the Santa Fe Opera in his letter supporting the nomination of *Pasatiempo* for its 2009 New Mexico Governor's Award "Major Contributor to the Arts."

- 21,000 Weekly Circulation
60K+ Readership / Friday Distribution
- 64-80 pages ORIGINAL content
no syndication/wire
- Most-read/most comprehensive Santa Fe event calendar



Who reads *Pasatiempo*?

Those who come to Santa Fe to experience its culture and all it has to offer.

From vacationers, to seasonal residents, to long-time Santa Feans – *Pasatiempo* readers enjoy the thrill of new ideas and experiences and have a deep appreciation for the arts. Internationally-renowned arts festivals and generous local benefactors help Santa Fe to support an arts community on par with major metropolitan cities. For local patrons of the arts, *Pasatiempo* stands alone as the go-to resource for arts and culture event information.

Pasatiempo

HOME ART BOOKS CULTURE LECTURES MUSIC THEATER THEATRE ART BOOKS LECTURES MUSIC THEATER THEATRE ART BOOKS LECTURES MUSIC THEATER THEATRE

MOVIES

MUSIC

THEATER

ART

BOOKS

LECTURES

DANCE

ARCHITECTURE

DINING

EXHIBITS

CULTURE

REVIEWS

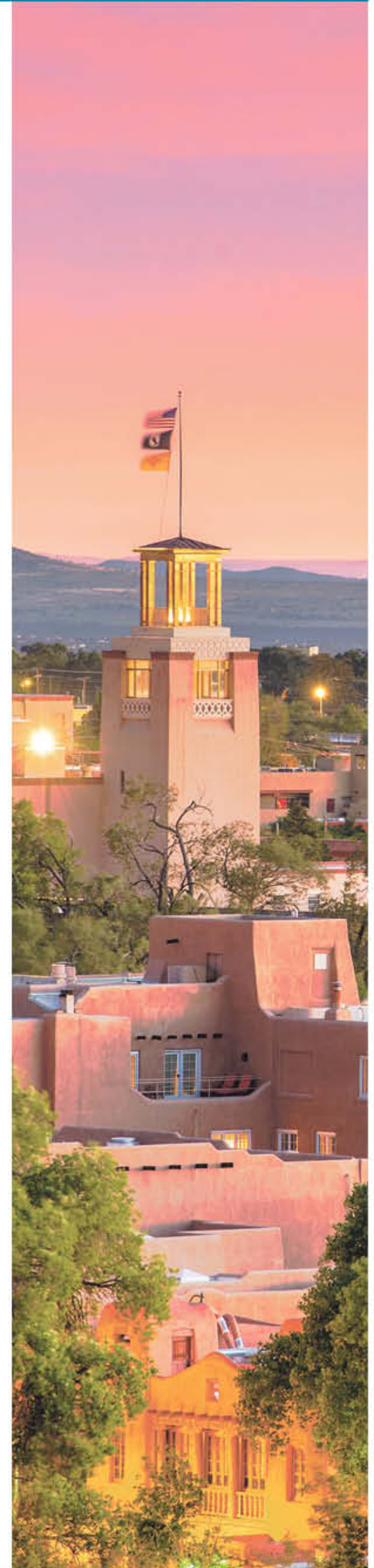
ARTS NEWS

CHILE PAGES

NEWSLETTER SIGN UP

BUY SQUARE REGISTER

PASATIEMPOMAGAZINE.COM



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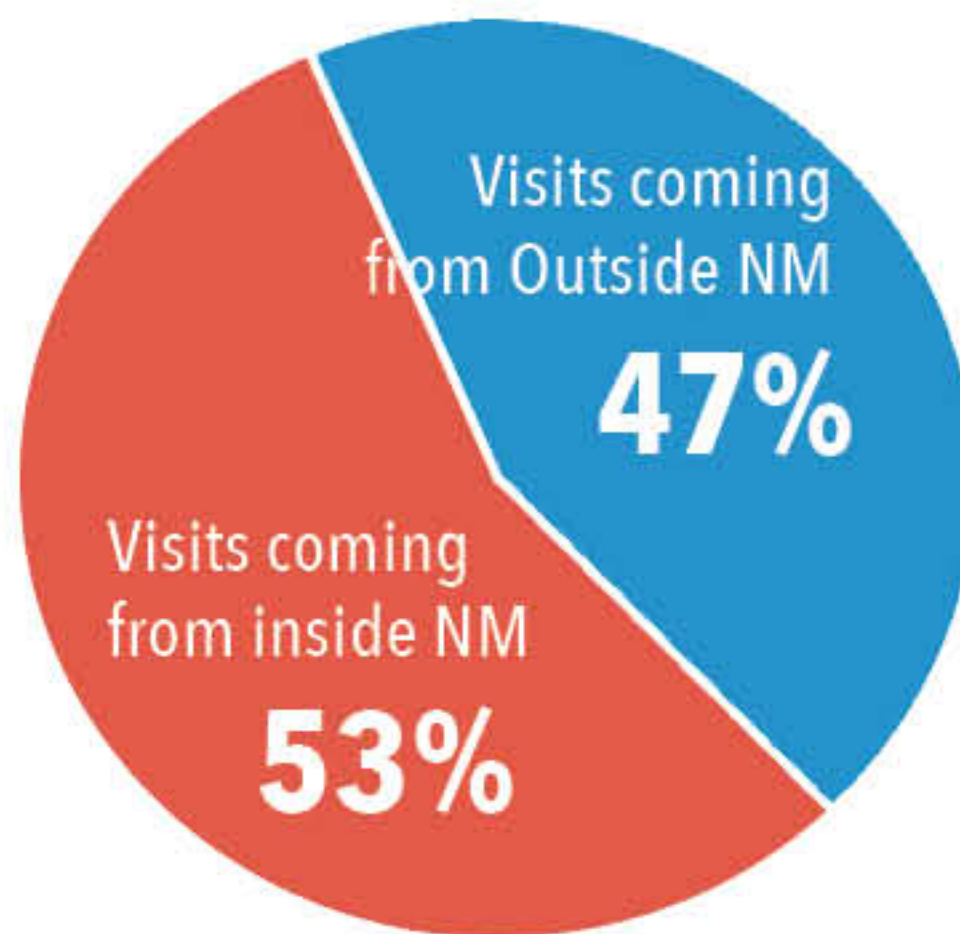
NORTHERN NEW MEXICO'S #1 NEWS SITE.



Percentage Sessions,
Inside/Outside New Mexico

**Albuquerque
Visitors**
account for 31%
of all sessions (visits)

Based on ABQ IP addresses.



Users – also referred to as “unique visitors.” Sessions – also referred to as “visits.”

Data sample: Aug. 1 – Oct. 29, 2014

- 1.4M** Pageviews Per Month
- 318K** Active Users Per Month
- 3:15** Avg. User Engagement Time
- 61%** Mobile Users

SantaFeNewMexican.com | Google Analytics

TOP 10 VISITING STATES

1. NEW MEXICO
2. TEXAS
3. CALIFORNIA
4. NEVADA
5. COLORADO
6. ARIZONA
7. NEW YORK
8. FLORIDA
9. ILLINOIS
10. WASHINGTON

Advertising in our eNEWSLETTERS

THE NEW MEXICAN HAS SIX NEWSLETTERS:

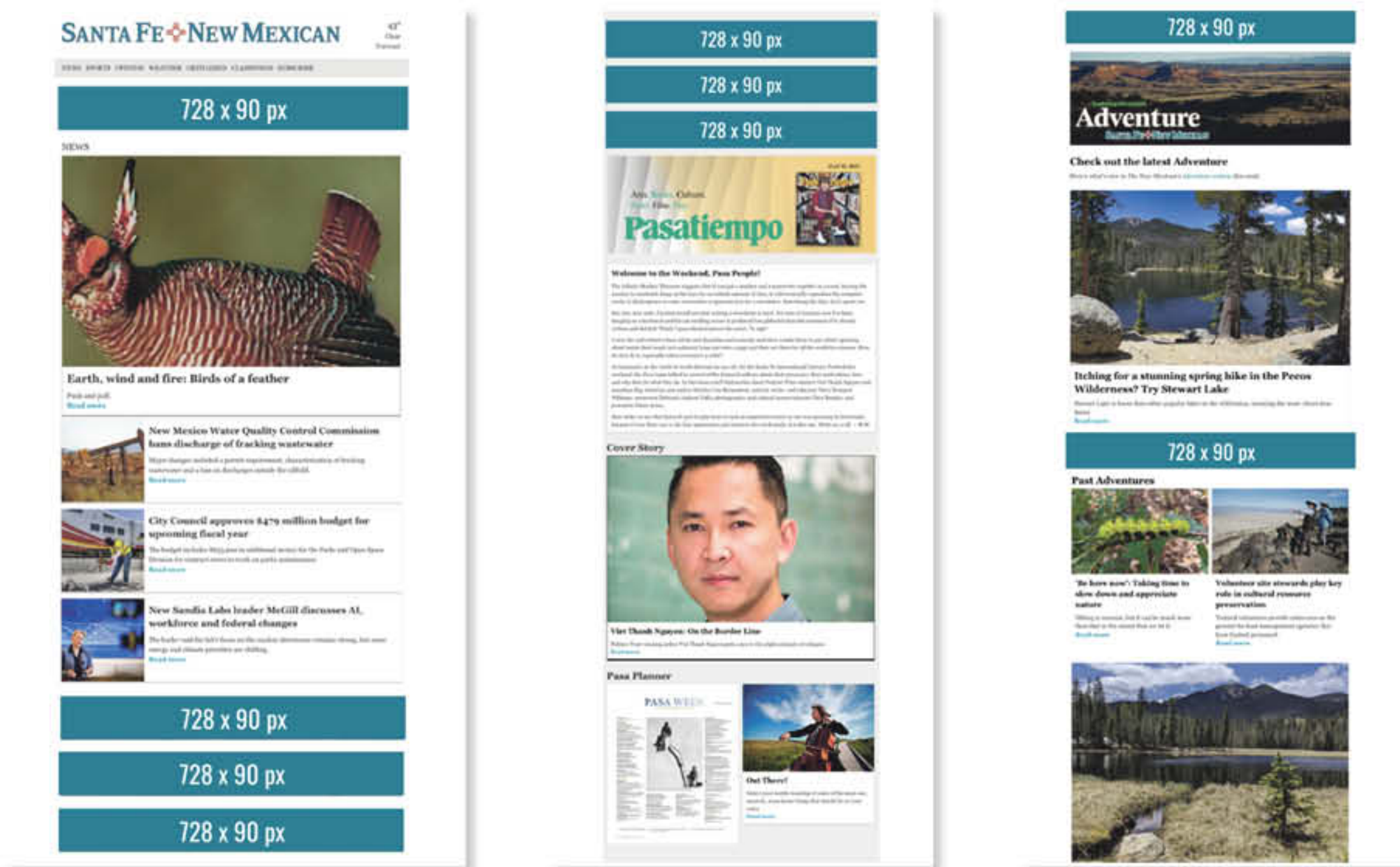
- Newsletters get sent out daily, monthly and on a case to case basis.
- Over **153,000** readers across our newsletters.
- Newsletters are a great way to have your ads appear in front of our audience first thing in the morning.

AD SPACES:

- Each newsletter has five spaces available for advertisers.
- Ads are formatted for 728 x 90 sizes.
- Advertisers can sponsor a newsletter and have full advertising control.

EMAIL NEWSLETTERS

High performance email click-through ads within headline newsletters sent to 20K+ registered users each day.



CUSTOM EMAIL (E-BLASTS)

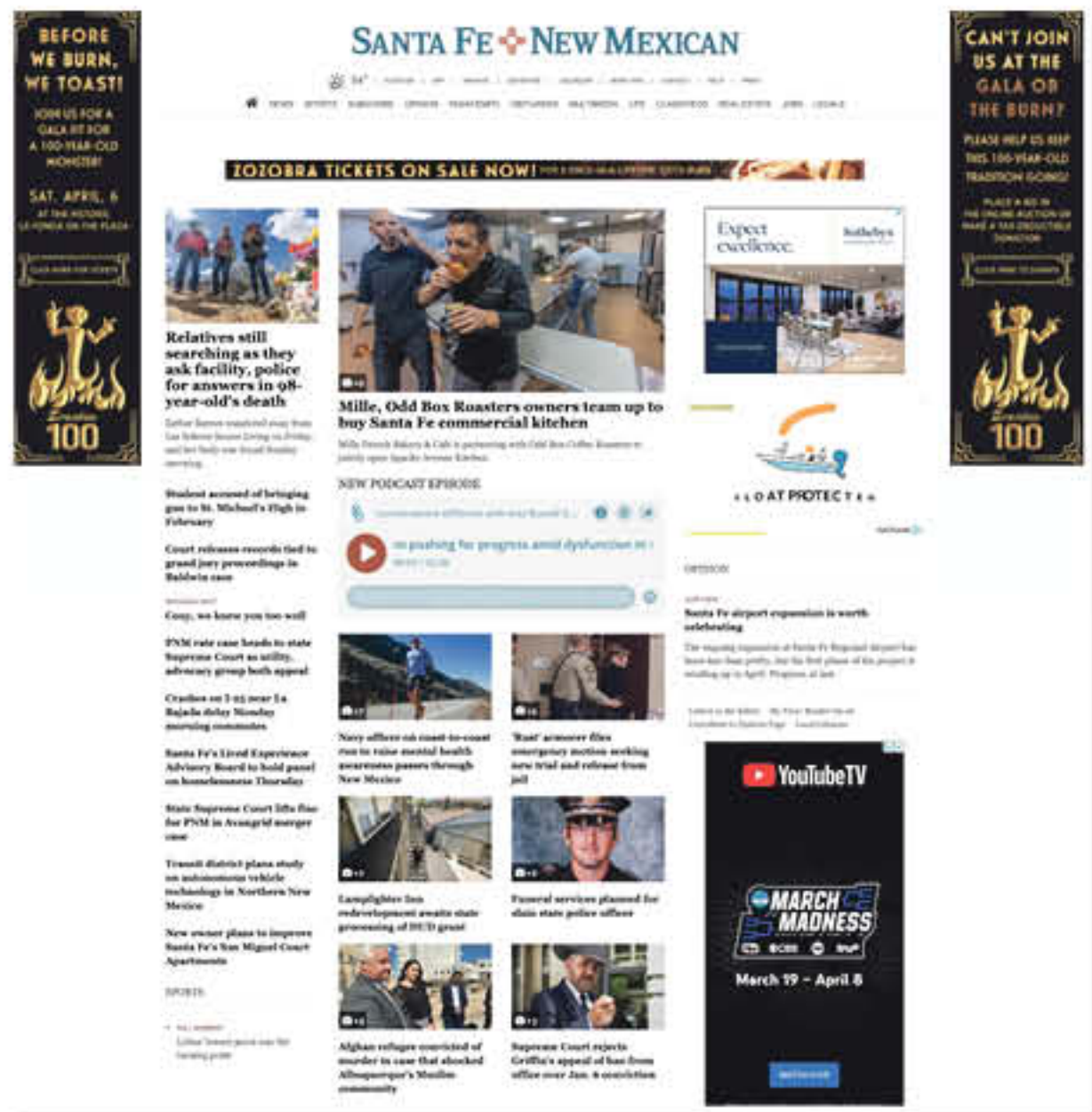
Go directly to our subscriber list of 20K with your ad copy, your graphics and links to your website.

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DIGITAL DISPLAY ADVERTISING

ONLINE

Targeted premier site sponsorship positions:
wallpaper, push-downs, and takeovers.



SOCIAL MEDIA



58K Followers



46K Followers



22K Followers

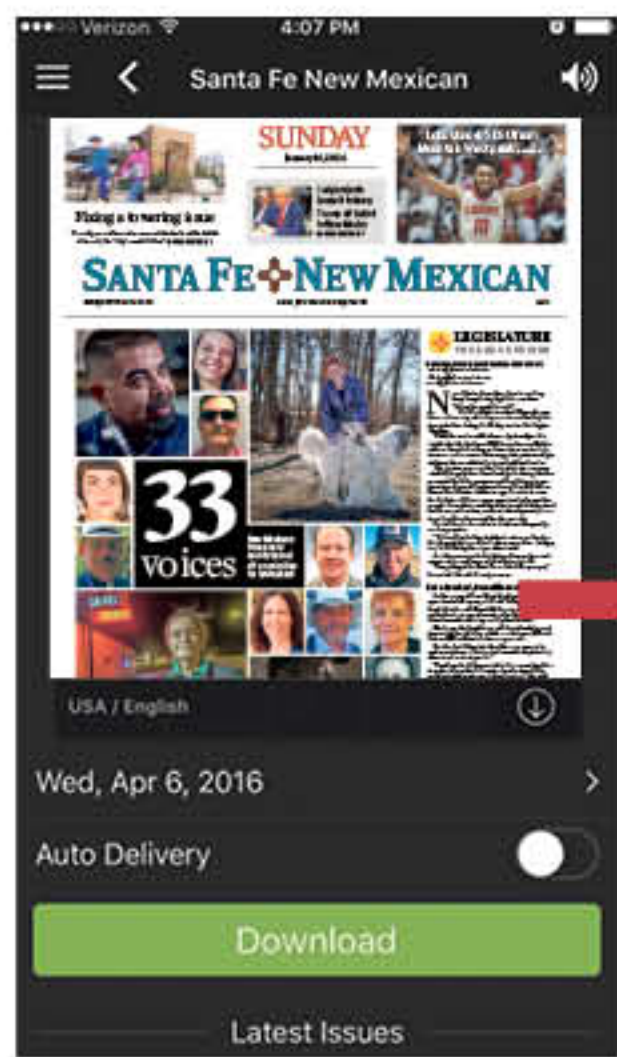


5.76K Followers



eNewMexican app

In-App replica editions for iOS and Android. It's never been easier to read the paper on your mobile device.



MOBILE

11,173 views per day

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STREAMING TV ADS:

We'll deliver your video ads to people as they watch content on PlutoTV, Netflix, Hulu, Peacock, etc..

STREAMING AUDIO ADS:

We'll deliver your audio content as unskippable ads to users of Pandora, iheartradio, spotify, etc..

GEOFENCED DIGITAL ADS:

We'll deliver ads in apps and websites to people who have been to or are currently at similar businesses or events as yours.

PROGRAMMATIC DISPLAY ADS:

We'll deliver your banner ads across thousands of websites and ensure they only appear to the audience that matters to you. PLUS, we'll ensure that audience continues to see the ad across their internet experience.

NOTES FOR PROGRAMMATIC DISPLAY, STREAMING TV, AND STREAMING AUDIO ADS:

We can target by interest, location, demographics, and online behavior.

FOR GEOFENCED ADS:

The targeting is location based, there really aren't many ways to target demo, interest, and behavior with this.

PROGRAMMATIC DISPLAY ADS

We'll deliver your banner ads across thousands of websites and ensure they only appear to the audience that matters to you.

PLUS, we'll ensure that audience continues to see the ad across their internet experience.



MAGAZINES

The New Mexican's magazine division brings together the region's top editors, writers and photographers to publish premium publications enjoyed throughout Northern New Mexico.



C.A.R.E.
Cancer Awareness
Resource & Education Guide

FEBRUARY



HACIENDAS
Home Show

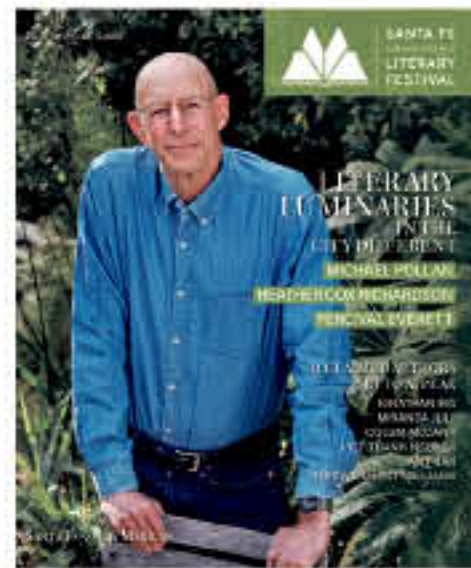
MARCH



CONNECT

APRIL

Re-inserted in September



**SANTA FE INTERNATIONAL
LITERARY FESTIVAL**

MAY



BIENVENIDOS

MAY



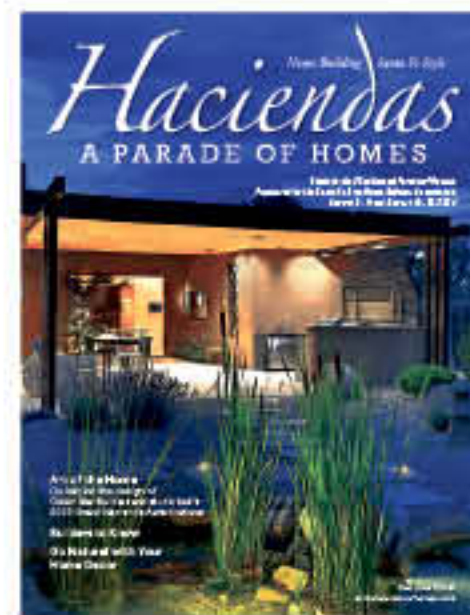
**INTERNATIONAL
FOLK ART MARKET**

JULY



SPANISH MARKET

JULY



HACIENDAS
A Parade of Homes

AUGUST



LEGACY

AUGUST

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The New Mexican's magazine division brings together the region's top editors, writers and photographers to publish premium publications enjoyed throughout Northern New Mexico.

Reach over 41K local readers with each publication.



VIDA

SEPTEMBER



PET CALENDAR

NOVEMBER



WINTERLIFE

NOVEMBER



FELIZ NAVIDAD

NOVEMBER



10 WHO MADE A DIFFERENCE

DECEMBER



HOLIDAY GIFT GUIDE

DECEMBER

No matter who your target customer may be – locals, seasonal residents, tourists, arts and culture lovers, outdoor adventurers, families, foodies, health and fitness buffs and more –

The New Mexican has a publication we can put to work for you.

Designed to make visitors (and locals!) fall in love with all that Santa Fe has to offer, our seasonal guides show off the very best of Santa Fe local attractions, shopping, performances, food and fun.



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AUDIENCE PROFILE

PRINT

DIGITAL

santafenewmexican.com

AGE (% of users 18 and older)

18-34	9%
35-54	40%
55+	51%

AGE (% of users 18 and older)

18-34	33%
35-44	21%
45-54	20%
55-64	16%
65+	10%

HOME OWNERS

62.7%

GENDER

Male	54.7%
Female	45.3%

LENGTH OF RESIDENCY

9 years or less	53%
10-19 years	27%
20+	20%

EDUCATION

Graduate/Post Graduate 26%

INDIVIDUAL INCOME

\$19,000 and less	10%
\$20,000 - \$49,000	52%
\$50,000 and greater	38%

HOUSEHOLD INCOME

\$50,000 and greater	55%
\$100,000 and greater	24%

% of the total audience, santafenewmexican.com plus pasatiempomagazine.com

These figures are from Quantcast and represent Jan. 16 - April 16, 2016



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HOME

SANTA FE REAL ESTATE GUIDE

The Northern New Mexico resource for buying and selling homes. *HOME* offers more than 60,000 readers information and advice directly related to market trends and home ownership essentials. Published the first Sunday of every month.

Home advertisers enjoy:


- 3,200 extra copies distributed free in newsstands around Santa Fe
- Maximum ad exposure from a full month shelf life



Every Sunday

The Santa Fe New Mexican offers:

- Featured Homes listings
- Open House listings in print and online



4220 Big Sky Road
BRIGHT TWO STORY IN NAVA ADE
 This bright & open floorplan has much to offer, including a spacious galley kitchen & brand new carpet throughout. Situated on a large corner lot with coyote fencing & mature landscaping. Nava ADE amenities include green spaces, clubhouse, fitness center, hot tub & swimming pool. 3 br, 2 ba, 1272 sq ft, 1-car garage. Directions: Richards to Governor Miles, west on Governor Miles, right on Dancing Ground, left on Big Sky, property on left. \$249,000 MLS#211801271
HULTBERG & BURGESS TEAM
 (505) 995-4047 • Helburg.Burgess@sfnewmex.com
 Santa Fe Properties • (505) 993-4444
 1080 Paseo de Peralta, Santa Fe, NM 87505
SantaFeProperties.com

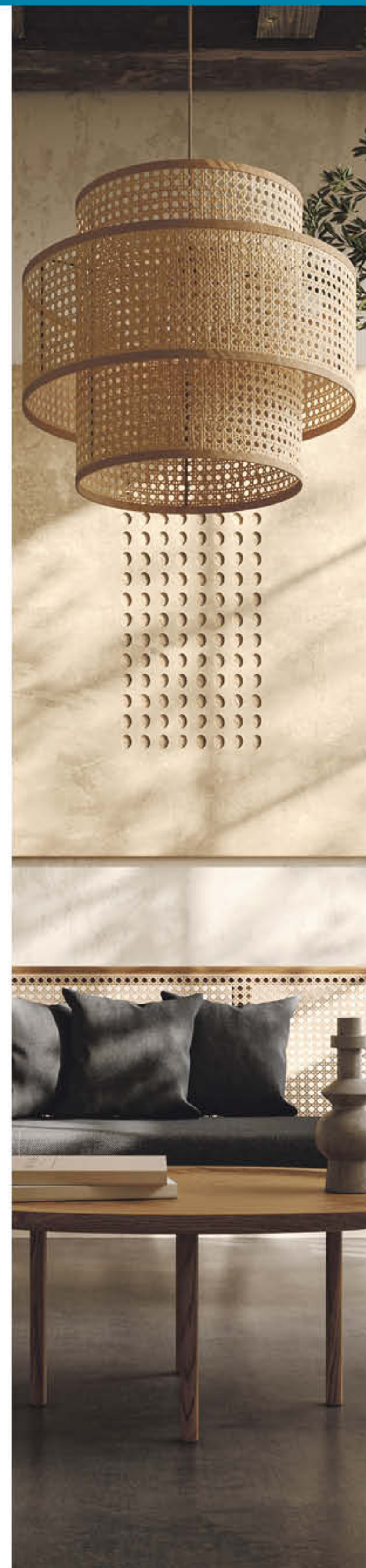
Featured Homes

12 to 16 homes for sale in Santa Fe, NM

Q-29	W-20	W-42
K-34	Y-13	W-49
Q-18	Z-27	
Q-27	NORTH EAST	SOUTH
Q-28	A-41	DD-30
C-14	D-34	FF-25
G-30	N-50	GG-32
	N-50	NN-13
	F1-42	

Open Houses

12 to 16 homes for sale in Santa Fe, NM



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SPECIALTY ADVERTISING

COMMERCIAL PRINTING



SPADEAS AND WRAPS

Wrap the Santa Fe New Mexican with your brand!
The most powerful way to promote major events and sales.



FRONT PAGE STICKY NOTES

Make your message stick!
These high impact front page removable notes make the perfect attention grabber or coupon!



INSERTS

Get your flyer, brochure or publication in the hands of the most responsive audience in Santa Fe County!
Send us your preprinted inserts or save big with our printing and distribution packages.

Magazines | Brochures | Flyers
Cards | Signs | Banners and more!

Glossy and newsprint. No job too small!



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AD DIMENSIONS



DAILY/ROP WIDTH X HEIGHT

1 Column.....	1.833"
2 Column.....	3.791"
3 Column.....	5.749"
4 Column.....	7.707"
5 Column.....	9.665"
6 Column.....	11.623"
Full Page 6 Col x 21",	
Double Truck 24.125" x 21", Gutter .875"	

THRIFTY NICKEL WIDTH X HEIGHT

Full page	10.177" x 15.71"
Half page.....	10.177" x 8"
Quarter page.....	3.91" x 8"
Eighth page.....	3.91" x 5"

PASATIEMPO & HOME SANTA FE REAL ESTATE GUIDE

Full Page (FP-No Bleed)	9.75" x 11.5"
Full Page Critical Image Area... ..	9.75" x 11.5"
Full Page Trim Size	10.5" x 12.5"
Full Page Bleed.....	10.8" x 13.8"
Half Horizontal (HPH)	9.75" x 5.625"
Half Vertical (HPV)	4.75" x 11.5"
Quarter (QP)	4.75" x 5.625"
Eighth (ET).....	4.75" x 2.688"
Double Truck (Non-Bleed)	20" x 11.5"
Double Truck (Bleed)	21.6" x 13.8"
Double Truck (Trim)	21" x 12.5"

DIGITAL SIZES (WIDTH X HEIGHT, PIXELS)

Web Ads	
Medium Box	300 x 250 px
Skyscraper.....	300 x 600 px
Pencil drop size.....	960 x 200 px
Wallpaper (regular)	198 x 690 px
Wallpaper (extended)	392 x 906 px

NEWSLETTER ADS

Newsletter Header	728 x 90 px
Right Rail.....	160 x 600 px
Content newsletter ad	300 x 150 px

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ADVERTISING DEADLINES

If you have any questions, please contact your multimedia consultant for more details, or please call Wendy Ortega, Retail Advertising Director, at 505-995-3852 or advertising@sfnewmexican.com. The New Mexican reserves the right to cancel advertising space reservations if copy is not submitted by deadline.

DAILY NEWSPAPER

Publication day	Ad reservation & content due
Monday	Thursday noon
Tuesday	Friday 5 p.m.
Wednesday	Monday noon
Thursday	Monday 5 p.m.
Friday	Tuesday 5 p.m.
Saturday	Wednesday 5 p.m.
Sunday	Thursday 5 p.m.

THRIFTY NICKEL

Ad reservation & content due	Payment Due
Monday 5 p.m.	Tuesday 5 p.m.

PASATIEMPO

Ad reservation & content due	Payment Due
Friday	Monday 5 p.m.
prior to run date	

NOTE: If you are providing your own finished “camera-ready” ad – it may be reserved and submitted as late as 5 p.m. on Monday, prior to the run date.

HOME- SANTA FE REAL ESTATE GUIDE

Publishes first Sunday of every month.
 Ad reservation & content due approximately 14 days before publication date.
 Call 505-995-3892 for details.

DIGITAL/WEB

Ad reservation & content due	Time
Reserve ad	
4 days prior to run date	5 p.m.
Provide text/copy	
4 days prior to run date	5 p.m.

All prepay clients must be paid in full, 24 hours prior to date ad is published.



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SANTA FE NEW MEXICAN

ADVERTISING

505-995-3852

ADVERTISING@SFNEWMEXICAN.COM

COMMERCIAL PRINTING

505-470-8171

CLASSIFIEDS

505-986-3000

CLASSAD@SFNEWMEXICAN.COM

CIRCULATION

505-986-3010

OWNER:

ROBIN MCKINNEY MARTIN

PUBLISHER:

PATRICK DORSEY



The Santa Fe New Mexican



@thenewmexican



@sfnewmexican



santafenewmexican



eNewMexican

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