

2025 International Folk Art MAGAZINE



Advertise in International Folk Art Magazine

The *International Folk Art Market* brings the world to Santa Fe with global artists, unique crafts, and vibrant live performances. The official magazine provides a unique opportunity to highlight your business in an engaging and dynamic way, reaching a diverse, global community of art lovers and collectors.

With our vast readership, we can create a connection between you and potential customers that can last far beyond this amazing event. Don't miss this extraordinary opportunity to get your brand in front of this high-impact audience.

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

DISTRIBUTION

- Reach 50K+ readers and Market visitors
- Sunday insertion in the Santa Fe New Mexican
- Additional 10,000+ magazines distributed at *International Folk Art Market* and to hotels, motels and visitor centers throughout the region

Publishes:

Sunday, July 6, 2025

**Reservation & Art Deadline:
Wednesday, May 21, 2025**

PRICING

Magazine Size: 8.375w x 10.875h

Full Gloss, Perfect Bound

PREMIUM POSITIONS Full Color Ads

Ad Position	Rate
Inside Front Cover	\$3,708
Inside Back Cover	\$3,245
Back Cover	\$4,053

GENERAL PLACEMENT Full Color Ads

Ad Position	Size (inches)	Rate
Full Page	7.375"w x 9.875"h	\$2,474
Half Page Vert.	3.595"w x 9.875"h	\$1,504
Half Page Horiz.	7.375"w x 4.845"h	\$1,504
Quarter	3.595"w x 4.845"h	\$907
Eighth	3.595"w x 2.331"h	\$510

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