

MEDIA
KIT
2025



Our Readers

We deliver **exclusive access to a highly curated audience** who loves – and spends money – on the Santa Fe lifestyle.

50,000
PRINT & DIGITAL MONTHLY AUDIENCE

PRINT

8,200

- SUBSCRIBERS
- RETAIL BUYERS
- PREMIUM PARTNERS

SOCIAL

23K REACHED PER MONTH ON DIGITAL CHANNELS

3.4
AVERAGE READERS PER EDITION

62%
KEEP ISSUES OVER 1 MONTH

310%
PAID CIRCULATION INCREASE IN 2024

SOLD AT 30+ LOCAL SHOPS

60%
FREQUENTLY PURCHASE PRODUCTS FROM ADS

BIGGEST SHARE OF READERS HAVE HHI OVER 200k

MOST READERS PLAN TO PURCHASE IN THE NEXT YEAR:

- WOMEN'S & MEN'S APPAREL
- VACATIONS/TRAVEL
- ART
- ENTERTAINMENT & DINING
- MEDICAL SERVICES
- JEWELRY
- FURNITURE/DECOR
- TAX AND FINANCIAL PLANNING SERVICES
- HOME IMPROVEMENT

The Magazine

By partnering with *Santa Fe*, your brand makes an **authentic connection through our powerful interview-format storytelling.**

Each lush, oversized quarterly issue is filled with the voices of Santa Fe’s unique artists, architects, poets, politicians, chefs, and scientists.



“The most trusted advertising format is print, with 82% of customers trusting it to make purchasing decisions.”

—MARKETING SHERPA

WE WORK WITH THE TOP NATIONAL CIRCULATION EXPERTS

to deliver your brand across multiple highly visible platforms.



Paid subscribers have tripled in the last year. They live primarily in the Southwest, but also include lovers of our lifestyle across the U.S.



Newsstand Sold at over 40 local locations, plus distribution through NM, California, Texas, Arizona, and Colorado at Barnes & Noble, Walgreens, Albertsons, CVS, Walmart, etc.



An exclusive group of premium donors to top non-profit art organizations and non profits receive copies.



Exclusive hotels

- Rosewood Inn of the Anasazi
- Four Seasons Resort
- La Fonda
- Inn of the Five Graces
- Los Poblanos



VIP distribution at key local events



75+ local shops gift a magazine with purchase.



Digital Services

Santa Fe Magazine is known for delivering an exclusive audience to our print advertisers. And now we're helping businesses **reach the same targeted audiences online – with Programmatic Advertising Services.**

We place your ads on websites, targeting users based on interests, browsing habits, and physical location. Now, anyone who searches for words relevant to your business – or anyone who physically visits key Santa Fe locations or even your competitors – will see YOUR ad on their phones and computers.

These strategies combine the **same targeting strategy at Google and Facebook,** but with wider reach than social media, and more tightly focused targeting from our *Santa Fe Magazine* network. The reach also includes potential customers who are physically in town.



WE PROVIDE:



Site Retargeting
After someone visits your site, your message is shown to them on other sites they visit.



Keyword and Search Retargeting
Reach people searching or visiting sites relevant to your business.



Physical Geofencing
When someone visits you or a competitor, we serve a custom message to them.



Reporting Dashboard
To analyze your campaign in real time. We use the data to optimize tactics.

*MORE INFORMATION AVAILABLE UPON REQUEST



Custom Publishing

Three exclusive opportunities for your brand to align with *Santa Fe Magazine*, making an authentic connection with an audience who loves the New Mexico lifestyle.

Your content is created in a **magazine, brochure** or **poster** format, polybagged with the magazine, and delivered to our 8,000 **subscribers and top-tier donors** to local organizations. In addition, we produce extra copies for in house use.

“Print outperforms digital channels in terms of reach, attention, and engagement relative to costs.”

—EBIQUITY

1 The Magazine

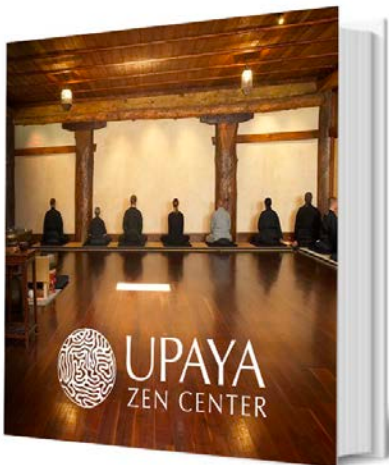
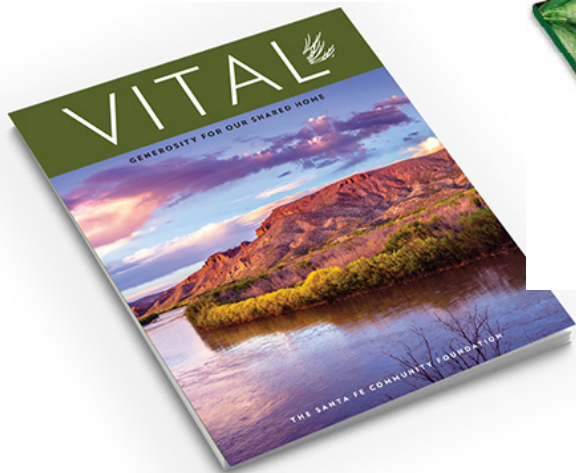
An 20 page editorial-driven publication highlighting your current projects. We help with story ideation, editing, design and production. Our services are complementary. \$8,000

2 Pocket Brochure

A 6” X 9”,
12 page color brochure
• \$7500 printed
• \$4000 distribution only

3 The Book

1000 Hardcover
Coffee Table Editions
We help with ideation, editing, design and production. Our services are complementary. \$37,000



Partner with Us

Zero is due on signing. We are your partner, so we don't bill in advance, only when the issue is published.

PRINT	1X	2X	3X	4X
Full Page	\$2410	\$2155	\$1860	\$1525
Spread	\$3175	\$2850	\$2610	\$2250

Cover Z Gatefold Spread 1 \$4250 (4X 10% DISCOUNT)

Cover Z Gatefold Spread 2 \$4250 (4X 10% DISCOUNT)

Cover 3 Inside Back Cover \$3200 (4X 10% DISCOUNT)

Interior Gatefold 4 page \$4800 (4X 10% DISCOUNT)

Cover 4 Back Cover \$3600 (4X 10% DISCOUNT)

(ALL PRICING PLUS TAX)

SCHEDULE

Issue	Space Deadline	Material Deadline	On Stands
FEB '25	Dec 15	Dec 30	Feb 5
MAY '25	Mar 15	Mar 28	May 5
AUG '25	June 20	June 30	Aug 5
NOV '25	Sept 20	Sept 30	Nov 5

Specs

10.875" x 12.75" trim, 1/8" bleed, 300 DPI

DIGITAL

Programmatic Advertising Services

Monthly Impressions:

50,000	\$650/mo.
100,000	\$1300/mo.
150,000	\$1950/mo.

4-MONTH MINIMUMS FOR ALL PROGRAMMATIC SERVICES



Who We Are

FOUNDER, CEO, EDITOR
OWEN LIPSTEIN

Owen is a National Magazine Award Winner for General Excellence, magazine entrepreneur, former editor and publisher of *American Health*, *Mother Earth News*, *Psychology Today*, and *Spy*.

DEPUTY PUBLISHER
MIKA VAN WINKLE

Mika is a founder of the Canyon Road Summer Walk series, launched in 2024. She hails from a 20-year career in fashion and beauty, advertising, and non-profit work. Her mission is to celebrate the individuals that make our city so extraordinary.

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