

BE IN THE NOW!

NOW advertising rates and closing dates



ADVERTISING RATES

	1x	6x	13x	26x	39x
Full page	\$1,800	\$1,600	\$1,400	\$1,200	\$1,000
2/3 page V	1,600	1,400	1,200	1,000	800
1/2 page H/V	1,000	800	700	600	500
1/3 page SQ	700	600	500	450	375
1/3 page V	700	600	500	450	375
1/4 page V	650	550	475	425	350

SPECIAL POSITIONS

	1x	6x	13x	26x	39x
Spread (double truck)	\$3,200	\$3,000	\$2,500	\$2,200	\$1,900
Inside front cover	2,250	2,000	1,750	1,500	1,250
Inside back cover	2,160	1,920	1,680	1,440	1,200
Back cover	2,340	2,080	1,820	1,560	1,400

ADVERTISING DEADLINES

Thursday, 5 PM
(The week before the Thursday of print)

215 W San Francisco St, Suite 300, Santa Fe, NM 87501
tel 505-983-1444 | fax 505-983-1555 | santafean.com

All rates are net.
Guaranteed positions add 10%.
All ads must be submitted as PDF files.
Our art department can design and produce your ad for an additional charge.

Cover photo by Gunther Maier

santa fean's NOW

this week's top art picks

bikram's heat
up close
nightlife calendar

santafeanNOW.com

Week of May 1, 2014



santa fean's now magazine



Now there is an alternative

	1x		6x		13x		26x		39x	
	NOW	THEM	NOW	THEM	NOW	THEM	NOW	THEM	NOW	THEM
Double truck	\$3,200	\$5,935	\$3,000	\$5,225	\$2,600	\$4,670	\$2,200	\$4,055	\$2,000	\$3,860
Full page	1,800	2,680	1,600	2,365	1,400	2,120	1,200	1,845	1,000	1,760
1/2 page H/V	1,000	1,420	800	1,205	700	1,085	600	950	500	920
1/4 page V	650	745	550	645	475	575	425	500	350	485

NOW

Targeted demographic of affluent art collectors and buyers and culturally minded individuals

NOW

30–40% less expensive and distributed for FREE at all locations around town

NOW

Free advertising included in the online edition

NOW

Superior matte-finish paper for quality color and image reproduction

THEM

General demographics of newspaper readers

THEM

Expensive and complicated rate structure

THEM

Additional cost for online advertising

THEM

Newsprint

- Now, Santa Fe has a **FREE** weekly arts-and-entertainment guide that speaks accurately and effectively to active, culturally minded readers who love to buy art, attend live performances, and embrace all of Santa Fe's one-of-a-kind offerings. Santa Fean's *NOW* magazine presents unbiased, inclusive editorial coverage and up-to-the-minute calendar listings printed in full color on high-definition, matte-finish paper.
- For advertisers, *NOW* offers **an affordable alternative** that lets you reach exactly the right audience.
- We all need an alternative, and now we have it. **The time for *NOW* is now.**

Get the *NOW* advantage.
Book your ad today!

- * *NOW* publishes weekly during Santa Fe's high season and key weekends
- * Advertisers receive as many copies as they'd like to give away

NOW is a fun, free, full-color weekly publication covering Santa Fe's latest offerings in the worlds of art, music, theater, dining, and more. Great for locals and visitors alike!

- * Distributed—for FREE—all over town, including at popular spots where culturally minded readers hang out
- * Covers the latest goings-on with Santa Fe's best calendar of events
- * Features fun, accessible, and timely arts, culture, lifestyle, and adventure pieces
- * User-friendly, all-color format allows for easy reference and retention
- * Dedicated to supporting local businesses
- * Available online Wednesday night and in print Thursday morning
- * Offers the strength and expertise of *Santa Fean* magazine's editorial and design teams
- * Printed on superior matte-finish, non-newsprint paper
- * All ads are full-color and significantly less expensive than the local newspaper's newsprint magazine

Distributed annually to hotels, resorts, real estate offices, limousine companies, museums, and art galleries, including:

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| 315 Restaurant
Amaya
Arroyo Vino Las Campanas
Barker Real Estate
Bishop's Lodge
BODY
Bouche Bistro
Buffalo Thunder Resort
Bull Ring
Cafe Pasqual's
Canyon Road
Coldwell Banker Trails West Realty
Compound Restaurant
Cowgirl BBQ
Coyote Cafe
Dougherty Real Estate
Drury Plaza Hotel
El Farol
El Gancho
El Mesón
Eldorado Hotel
Encantado
Geronimo
Harry's Roadhouse
Hilton Hotel | Hotel St. Francis
Hotel Santa Fe
Il Piatto
Inn and Spa at Loretto
Inn of the Anasazi
Inn of the Governors
Inn of the Turquoise Bear
Inn on the Alameda
Keller Williams Realty
La Casa Sena
La Fonda Hotel
La Posada de Santa Fe
Las Campanas
Las Palomas
Las Posas
Luminaria
Maria's
Museum Hill
NM Visitors Center
New York Deli
Omira Bar & Grill
Osteria d'Assisi
Plaza Café | Plaza Real
Pranzo
Quail Run
Railyard District
Restaurant Martín
Rio Chama
Santa Fe Airport
Santa Fe Convention & Visitors Bureau
Santa Fe Properties
Santa Fe Spa
Santacafé
Second Street Area
SITE Santa Fe
Sotheby's Realty
Steaksmith
Sweetwater
Ten Thousand Waves
Territorial Inn
The Lodge at Santa Fe
The Teahouse
Vinaigrette
Wheelwright Museum
ZIA Diner |
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- * Distributed across Santa Fe in over 45 street-level boxes