

# 2023

# Haciendas

Home Building Santa Fe Style

A PARADE OF HOMES

## Magazine



**SHOWCASE YOUR BRAND  
TO HIGH-END CLIENTS**  
ADVERTISE IN HACIENDAS MAGAZINE

*Haciendas* features the dream homes of the Parade of Homes and highlights Northern New Mexico's best builders, remodelers, decorators and more in this beautiful publication designed by the *Santa Fe New Mexican* in collaboration with the Santa Fe Area Home Builders Association.

Over its six month publication cycle, *Haciendas* will be distributed in premium locations around Santa Fe and Albuquerque, including banks, realty offices, design and decorating centers and visitor hot spots like tourism information centers and hotels. Local targeting includes retailers, grocers and building-supply outlets. Get your company in front of the right audience.

Join with other top-shelf professionals in this impactful publication that builds on the solid foundation of comfort, luxury, stability and style. View the latest edition: [www.sfnm.co/sfnmhs](http://www.sfnm.co/sfnmhs)

### DISTRIBUTION

- Reach 41K+ readers
- Friday insertion in the *Santa Fe New Mexican*
- Additional distribution at the Santa Fe Area Home Builders Association Parade of Homes on August 11-13 and August 18-20, 2023 at the Santa Fe Community Convention Center
- Multiple affiliated and associated businesses throughout Albuquerque, Santa Fe and Northern New Mexico are confirmed distribution points

**Call 505-995-3852 or email**  
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In collaboration with the  
Santa Fe Area Home Builders Association

**FRIDAY, AUGUST 4, 2023**

**Reservation & Art Deadline:  
WEDNESDAY, JUNE 28, 2023**

### PRICING

**Magazine Size:** Full Glossy 8.375" w x 10.875" h

### PREMIUM POSITIONS Full Color Ads

Ad Position	1x Rate	2x Rate
Inside Front Cover + 1 page	\$4,403	\$3,966
Inside Back Cover	\$2,421	\$2,148
Back Cover	\$3,396	\$3,554

### GENERAL PLACEMENT Full Color Ads

Ad Position	Size (inches)	1x Rate	2x Rate
Full Page	7.375" w x 9.875" h	\$1,853	\$1,637
Half Page Vert.	3.595" w x 9.875" h	\$1,454	\$1,125
Half Page Horiz.	7.375" w x 4.845" h	\$1,454	\$1,125
Quarter Page	3.595" w x 4.845" h	\$866	\$750

Sizes shown are non-bleed.

**Full Bleed Specs** - Document size 9.125" w x 11.375" h

Trim size 8.375" w x 10.875" h