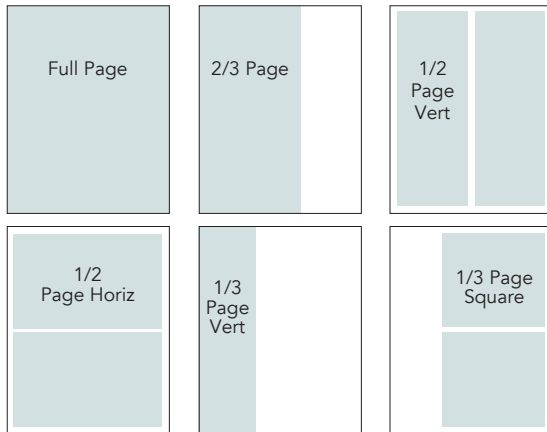


MECHANICAL SPECIFICATIONS

Standard page trim size: 8.875" x 10.875"



Editorial Area Advertising Artwork Area

The illustrations above are for visual reference only. Please refer to the ad specification section of our website at trendmagazine.global.com. Click on the Advertise tab, then on the Download Spec Sheet tab for submission instructions, sizes, and specifications.

The publisher is not responsible for improperly submitted files. *Trend* adheres to high-quality production guidelines and reserves the right to refuse advertising or ad materials that will not produce high-quality results.

ARTWORK SUBMISSION

Please send press-quality PDF ads to: trendjeanne@gmail.com by email, or, for large files, you can use an FTP site like dropbox.com or hightail.com.

We will confirm that your ad was received and contact you if there are any problems.

Send color proofs, if proof is desired, by mail to: *Trend Magazine*, P.O. Box 1951, Santa Fe, NM 87504-1951

TREND ADVERTISING DESIGN PRICING

Trend can design and produce your ad for you for an additional fee: two-page spread: \$400; full-page: \$300; two-thirds page: \$300; half-page and one-third page: \$250. If you would like design assistance with your ad, contact art director Janine Lehmann at 505-466-1912 or advertising production manager Jeanne Lambert at 505-596-5125 or trendjeanne@gmail.com for information.

TREND

ART+DESIGN+ARCHITECTURE+CUISINE

SPACE RESERVATIONS AND DEADLINES

Trend Annual 2021

Artist advertorial materials due **May 27, 2021**

DESIGNsource bonus materials are due **May 27, 2021**

Press-ready ads and space reservations due **June 3, 2021**

Online and in print July 2021

Issue distributed July 2021–Spring 2022

SALES REPRESENTATIVES

For space reservations, contact your *Trend* sales representative:

Cynthia Canyon
505-470-6442 santafetrend@gmail.com

Mara Leader
505-670-1056 mara@maraleader.com

Anya Sebastian
505-920-9700 scribe505@fastmail.net

22 years of publishing excellence
Style and content that inspires



TREND

ADVERTISE

ANNUAL 2021
V22#1

505-470-6442
trendmagazineglobal.com

MISSION

Brought to you by a dedicated team of women, *Trend* is an annual magazine that has been in print for the past 22 years. It can now also be read online as a flipbook at trendmagazineglobal.com. With a publishing team dedicated to high integrity, *Trend* reflects the diversity and values of our communities and inspires locals and visitors alike with sophisticated editorial. We reflect and amplify new trends in art, design, architecture, and cuisine in the Southwest, as well as the cultural movements in Santa Fe, Abiquiu, Albuquerque, and Taos in particular—some of the country's most inspiring. *Trend* brings you the latest in-depth articles combined with beautiful advertising. We are truly a magazine that matters.

Our uncompromising attention to detail and rigorous printing standards not only make us a highly respected and collectible magazine but also create a demand for the products and services featured in each issue we publish. When your advertising appears in *Trend*, you are a part of the timeless aesthetic that embraces our readers' sensibilities. Your ad, together with our editorial integrity, will fill a unique niche in the magazine marketplace, one that is sophisticated, stylish, and cutting edge, guiding buyers to the best art and merchandise available for purchase in the West.

CIRCULATION AND DISTRIBUTION

- *Trend* magazine is published annually. Copies are available throughout New Mexico, on newsstands across the US and Canada, and by subscription.
- The 2021 issue of *Trend* will be available from July 2021–January 2022, with a distribution of 20,000 copies.
- *Trend* magazine reaches an educated, informed, affluent readership with insightful, engaging editorial content that is focused on art, design, architecture, interior design, cuisine, and lifestyle trends.
- Advertisers are provided complimentary copies to give to their clients.

Each year, 20,000 total copies are distributed, with 500 copies mailed to subscribers in the United States and Canada, including homeowners, interior designers, real estate executives, architects, builders, and prominent community leaders.

Complimentary copies are distributed in Santa Fe, Taos, Albuquerque, and Abiquiu at the finest galleries, hotels, specialty retail stores, upscale real estate offices, banks, restaurants, title companies, vacation-home rentals, and the offices of architects, builders, and designers. *Trend* is also distributed at local and national art fairs, cultural events, and industry design shows.

ADVERTISING RATES (1X)

	Ad	Digital	Advertorial
Full Page	\$2,500	\$1,000	\$3,000
2/3 Page	\$2,000	\$900	N/A
1/2 Page	\$1,750	\$750	N/A
1/3 Page	\$1,500	\$600	N/A
Page One	\$3,500	N/A	N/A
Inside Front Cover	\$4,500	N/A	N/A
Inside Back Cover	\$3,500	N/A	N/A
Back Cover	\$5,500	N/A	N/A
Two-page Spread	\$4,500	\$1,500	\$4,500

Website

Full page in digital flipbook \$1000 (lasts indefinitely)
Website sidebar or footer banner ad: \$250 (lasts 6 months)

ADVERTORIAL

An advertorial is advertising in article format. *Trend* advertorial rates include writing and production. Advertisers have the option of providing their own photography and copy, or copy will be written by a *Trend* writer at no additional charge. Please reference the format layout. Copy provided by advertisers will undergo editing by the *Trend* editorial staff as needed. All *Trend* advertorials are identified with an "advertisement" header at the top of each page.

PAYMENT

A 50% deposit is due upon signing a contract.
The balance is due with the submission of ad to publish.

Ads not paid in full by the artwork deadline will be pulled unless prior written arrangements are approved by the publisher. Deposits will be forfeited unless such arrangements have been made.

All advertising rates are net of agency commission. Ad prices do not include production or photography. Other than the covers, no position will be guaranteed unless 10% is added to the above rates. Specifications are available at trendmagazineglobal.com. Click on the Advertise tab.

Print ad pricing includes a link to your website and indefinite online presence in our online flipbook (a \$1000 value).
Ads are posted occasionally on our social media platforms.

Facebook facebook.com/magazineTrend
Twitter twitter.com/santafetrend
Pinterest pinterest.com/santafetrend/
Instagram instagram.com/santafetrend

ART ADS VALUE

Trend's 2021 issue is focused on art and design. We offer special advertorial rates for artists. Artist two-page advertorial is \$3,500 for 250 words and one-page advertorial is \$2,500 for 125 words. We design and write the advertorial and you supply digital image(s) and words.

BETTE RIDGEWAY

Bette Ridgeway's vision of nature and her technical technique of "painting light" has been the central theme of her work. Her art is a celebration of the natural world, capturing the essence of the elements of nature in a way that is both beautiful and thought-provoking. Her work is a testament to the power of nature and the human spirit.

www.betteridgeway.com
100 Canyon Road Santa Fe, NM 87501
505.988.8811 1001 10a street

DESIGNsource

With any ad size purchase in our print magazine, you have the option of being featured in a full-page sponsored content page for an additional \$1,500 or \$2,500 for a two-page sponsored content spread. This will be featured in the *DESIGNsource* special section. As an added value, a small image with additional copy and a short video about your business will be featured on our website in a design-devoted section. We write 125 words for one page, 250 words for two pages, or 500 words for four pages. Please provide two-four high-resolution images.

WOODS DESIGN BUILDERS
CAMINO ENCANTADO | SANTA FE

The new estate agent showcased the original focus on...
The new estate agent showcased the original focus on...
The new estate agent showcased the original focus on...

Trend's Real Estate bonus section will include advertorials featuring magnificent homes for sale. The rates are \$3,000 for one page, two pages for \$4,500, and six pages for \$6,000.