

# TREND

ART+DESIGN+CULTURE

## ART AND DESIGN CONTENT OF MERIT BRINGS RESULT

Dear Business Owner,

*Trend* magazine is pleased to be your preferred advertising resource as we continue to innovate and create our 2023 edition. *Trend* will be over 200 pages again, full of eye-catching advertisements and compelling editorial. The upcoming Lookbook focuses on photography by some of the region's best, most creative photo artists. This year, *New York Times* emeritus photo editor, Lonnie Schlein, will curate the photo essays and contribute one himself. Susan Spano, former writer for *The New York Times*, *Los Angeles Times*, and *Smithsonian*, is enlisting top writers whose words will enhance the imagery. Please consider in a photo heavy Lookbook telling your own advertorial design or art business story, readers enjoy reading about your innovation and depth. We know 2023 will be a banner year for *Trend* magazine and business overall.

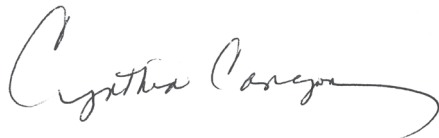
Connecting to each other, as a community of readers, advertisers, and creatives, is an important way to bring prosperity to your business as we continue to explore and investigate emerging trends.

We're inviting business trendsetters to make advertising reservations for our 2023 annual issue. Distribution starts June 2023 and extends after January 2024. *Trend* enlightens over 100,000 print readers each year with shared eyes upon each magazine and is usually kept and shared with friends for years to come, with an additional online global reach. We distribute to hotels, galleries, retail stores, restaurants, real estate offices, and exclusive home rentals throughout Santa Fe, Albuquerque, and Taos. *Trend* is the number one magazine that visitors to New Mexico choose to take home and share with their friends. We can also be found on newsstands and in airports throughout the United States and Canada for sale.

Your investment in our print issue is \$3,000 per page or \$5,500 for a two-page spread advertorial. We also have partial ad pricing; see our rate card for all options. Additionally, your presence in our online magazine flip-book provides readers with a direct link from your advertisement to your business website, giving your investment additional reach and value. We appreciate your passion for service, art, design, and innovation. Your results, is our purpose.

*Trend* delivers the highest journalistic achievements combined with advertising of merit that drives business prosperity. Contact Cynthia Canyon to achieve your forward-thinking business vision: [santafetrend@gmail.com](mailto:santafetrend@gmail.com) or at 505-470-6442.

Sincerely,



Cynthia Canyon  
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PLEASE NOTE: IMPORTANT PUBLISHING DATES!

*Trend 2023*

Artist advertorial materials due **April 1, 2023**

DESIGNsource bonus materials due **April 1, 2023**

Press-ready ads and space reservations due no later than **April 7, 2023**

Online and in print **June 2023**

*Trend 2023* issue distributed **June 2023–January 2024**



*Trend* a magazine of Art + Design + Culture

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