TREND
ART+DESIGN+CULTURE
V28

Dear Business Owner,

Our next trend-setting annual issue, *TREND* Magazine 2027—Volume 28, publishes in June 2027, focusing on art, design, and culture in our communities across northern and central New Mexico. Team *Trend* brings you innovation with editorial depth, delivering visually rich, thoughtfully written, and culturally significant content that speaks directly to our art, design, and cultural niche.

With over 250 pages celebrating the art, design, cuisine, and culture with a focus on Northern and central New Mexico. The 2027 issue will combine national-caliber editorial features with the finest advertising from our regions leading businesses. *TREND* is collected, re-read, and shared all year—and often for many years—by a dedicated audience that value quality, depth and authenticity.

In the age of fleeting clicks and cluttered feeds, legacy-quality print magazines like *TREND* are earning readers dedication to those advertisers that align with Trend . Our readers slow down for *TREND*. They keep it on coffee tables, in studios and in guest rooms—returning to it as a trusted guide to the regions most distinctive experiences, creators and brands.

Your reach with *TREND* 2027—V28
The 2027 annual issue will be distributed:

- Throughout Northern New Mexico, with a significantly strong presence in Albuquerque
- In galleries, restaurants, boutiques, design studios and art institutions
- In guest rooms at luxury hotels in Santa Fe, Taos, Abiquiú, and Albuquerque
- At airports nationwide flying into New Mexico, and at Barnes and Noble, plus newsstands in all 50 states plus in Canada.

This broad and carefully curated distribution gives your business high-value, lasting exposure to travelers, collectors, curators, design professionals, second-home owners, and locals with a deep interest in culture art and place—well into spring 2028.
At local rates of $3,000 per full page per year, this level of reach and longevity is exceptionally rare.

As a *TREND* 2027 advertiser, you will receive:

- Premium placement in our 250+ page, high-impact issue
- Additional complimentary copies of the 2027 issue to share with your clients.
- A complimentary lifetime presence in our 2027—V28 online flip book, with a direct link sending customers worldwide straight to your website
- Access to a range of value-priced advertising options, all significantly more cost effective than smaller, short-lived local publications

The combination of editorial integrity, visual excellence, and a long shelf life means your ad works for you month after month—far outlasting traditional print or digital placements. *TREND* should be your first choice in your advertising budget for 2027.

To reserve your space in our 28th volume, 2027 annual issue, please reply to this email or contact me at santafetrend@gmail.com or 505-470-6442.

I look forward to aligning,

Cynthia Canyon
Founder and owner of *TREND* Magazine
505.470.6442
santafetrend@gmail.com

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IMPORTANT DEADLINES JUNE 2027 ISSUE V28

Advertorial materials due to *Trend* by **April 1, 2027**

Space reservations due NOW

Press ready ads are due NOW, no later than **April 15, 2027**

Trend 2027 annual issue in print and online **June 2027**

Trend 2027 issue distributed
June 2027—March 2028

Space is limited, and we do anticipate selling out.
Please reserve your placement today—*TREND* advertising is in high demand.

Trend a magazine of Art+ Design + Culture
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