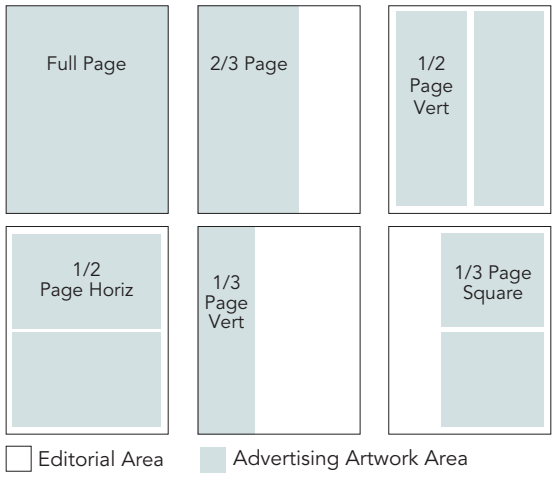
MECHANICAL SPECIFICATIONS

Standard page trim size: 8.375" x 10.875"



The illustrations above are for visual reference only. Please refer to the ad specification section of our website at trendmagazineglobal.com. Click on the Advertise tab, then on the Download Spec Sheet link 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 email press-quality PDF ads to trendtimwise@gmail.com, or for large files, send via an FTP site such as Dropbox, WeTransfer, or Hightail. Once received, we will contact you with any questions or concerns.

TREND ADVERTISING DESIGN PRICING

Trend can design and produce your ad for an additional fee: two-page spread: $450; full-page: $350; two-thirds page: $300; half-page and one-third page: $250. If you would like design assistance, please contact Advertising Production Manager Tim Wise at 505-699-6924 or trendtimwise@gmail.com.

TREND

ART+DESIGN+CULTURE

SPACE RESERVATIONS AND DEADLINES

***Trend* Annual V28**

Advertorial materials due NOW and no later than **April 1, 2027**

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

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

Trend 2027 issue distributed **June 2027–March 2028**

Trend advertising is in high demand. Contact your Sales Representative today to reserve space.

SALES REPRESENTATIVES

Cynthia Canyon
505.470.6442 santafetrend@gmail.com

Jennifer Lynn
720.231.4392 Jen@trendmagazineglobal.com

Charles (Chic) Kelty
505.660.9229 cfkelty@gmail.com

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TREND

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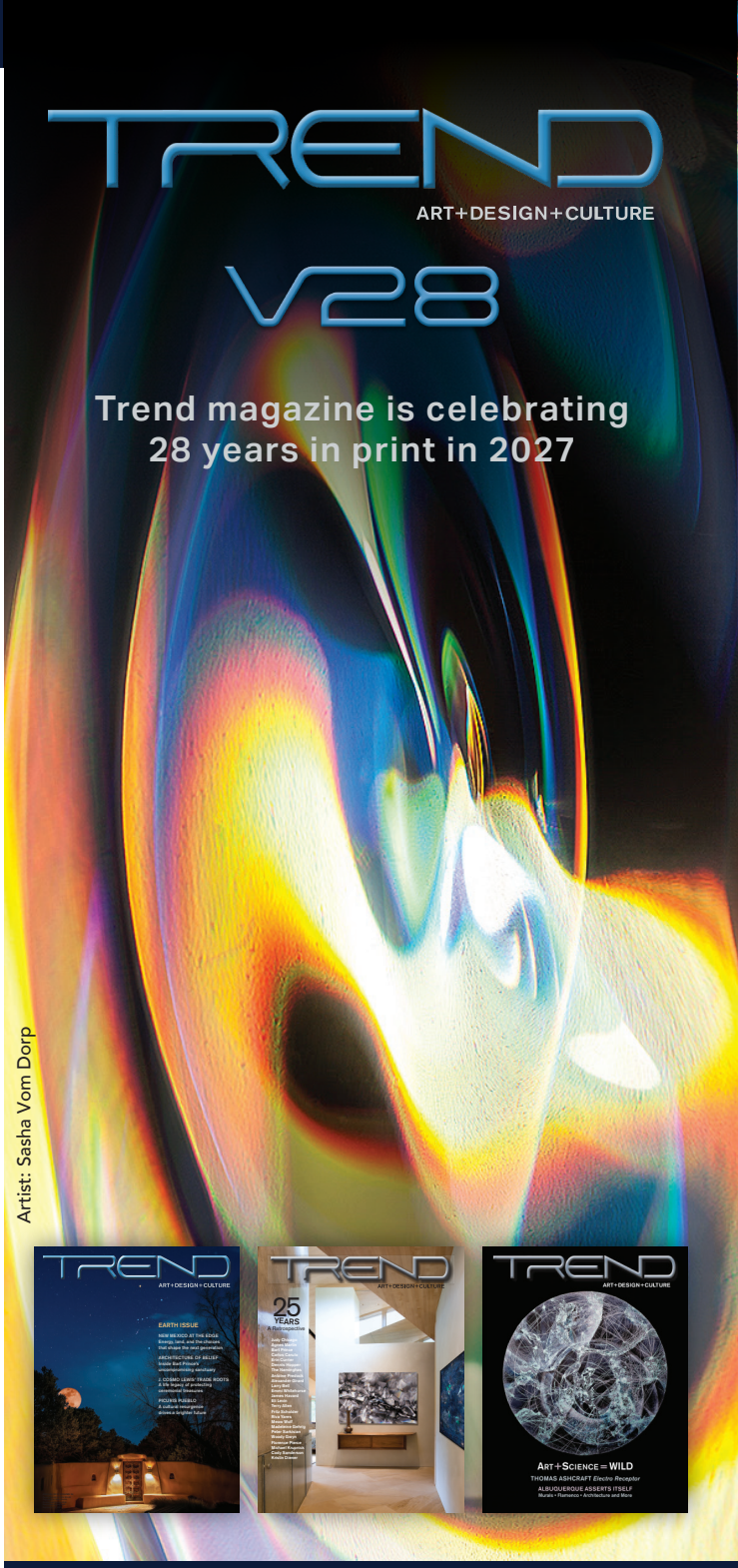
V28

Trend magazine is celebrating 28 years in print in 2027



Artist: Sasha Vom Dorp

TRENDMAGAZINEGLOBAL.COM

MISSION

Brought to you by a dedicated team, *Trend* is an annual magazine that has been in print for the past 27 years. It can 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 world, as well as the cultural movements in Santa Fe, Abiquiu, Albuquerque, and Taos. *Trend* brings you the latest in-depth articles combined with stunning advertising. We are truly a magazine that matters.

Our uncompromising attention to detail and rigorous printing standards not only makes us a highly respected and collectible magazine but also creates 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, 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 nationwide and in Canada, at airports, and by subscription.

- The 2027 issue of *Trend* will be available from June 2027–March 2028, 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 100 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)

	Print Ad	Digital Only	Advertorial
Full Page	$3,000	$1,000	$3,500
2/3 Page	$2,500		
1/2 Page	$2,250	$750	
1/3 Page	$1,750		
Page One	$4,000		
Inside Front Cover	$4,000		
IFC gatefoldout *(3 pgs)*	$17,500		
Inside Back Cover	$4,000		
IBC gatefoldout *(3 pgs)*	$15,000		
Back Cover	$6,000		
Two-page Spread	$5,000	$1,500	$5,500
Three-page Spread	$6,500	$3,000	$6,750
Four-page Spread	$7,500	$4,000	$8,000

DIGITAL ADVERTISING (Digital Flipbook)

Full Page $1,000 · 2 Pages $1,500 · Half Page $750
Runs indefinitely.

Website Banner
Sidebar or Footer $500 · 6 months

ADVERTORIAL

Copywriting, editing & production included.
1 Page: 125 words / 1 image
2 Pages: 250 words / 2–3 images
3 Pages: 350 words / 3–4 images
4 Pages: 500 words / 3–5 images
All advertorials labeled "Advertisement."

PAYMENT

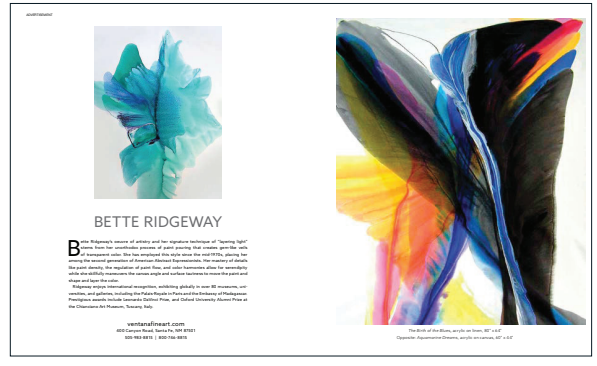
50% deposit due upon signing. Balance due per contract and by artwork deadline. Unpaid ads may be pulled; deposits are non-refundable unless otherwise approved in writing.

Rates are net of agency commission. Production and photography not included. Preferred positioning +10% (covers excluded).

Print ads include complimentary lifetime online flipbook placement — $1,000 value per page.
Specs: trendmagazineglobal.com

ART IN A CURATED FORMAT

Trend's dedication to showcasing magnificent art ensures your advertorials are produced with thoughtful content and design while maximizing your visibility and boosting your return on investment. Choose one- to four-page advertorials to uniquely promote your art, artists, galleries, and collections.



Two-page advertorial showcasing artist Bette Ridgeway in conjunction with Ventana Fine Art.

*DESIGN*source SPOTLIGHTS INDUSTRY TRENDS

Trend covers the cutting-edge of architecture, interior design, furniture, and decor, and includes a Real Estate bonus section featuring magnificent homes for sale. Your *DESIGN*source advertorial options range from one to four pages, including one to five images, and up to 500 words expertly crafted by *Trend's* editorial team.

Two-page advertorial includes 250 words and three images for $5,500.