

# TREND

ART+DESIGN+ARCHITECTURE+CUISINE

Dear Business Owner:

We are taking space reservations for the Santa Fe *TREND* Lookbook now. The Santa Fe *TREND* Lookbook will publish in December and last through September 2017.

All our issues showcase the art, design, architecture, and cuisine of New Mexico and the Southwest region, and these are produced with the exceptional quality that has given *TREND* its reputation. We'd like your business to be part of this, and we're pleased to offer competitive advertising rates, along with special rates when you advertise in two or more issues.

With highly readable articles and world-class photography, *TREND* spotlights a spectrum of creative businesses, including restaurants and galleries, extraordinary artists and their creations, designers, and retail showrooms. By placing your advertising alongside engaging editorial, you garner valuable attention and increased sales from our loyal, affluent readership locally and nationally. This coverage extends beyond the quarterly print publication to our website and social media (Facebook, Twitter, and Instagram). Our prices include all media platforms, and each advertisement lasts for three months on national newsstands and longer locally.

*TREND* enlightens and entertains more than 500,000 readers annually in print alone, with far more viewing online globally. We distribute to fine art galleries, specialty retail stores, restaurants, industry design shows, upscale real estate offices, as well as to exclusive hotels throughout Albuquerque, Santa Fe, and Taos. *TREND* is also sold nationally and in Canada and can be found at Barnes and Noble, high-end grocery stores, unique bookshops, and airports, including those in Denver, Dallas, Houston, and Los Angeles.

For over 18 years, we've built a discerning readership that appreciates sophisticated presentation and depth of coverage, and we appear on the top listings of several major search engines in our signature search words of art, design, architecture, and cuisine. As stated, we provide additional website and social media exposure at no additional charge. Furthermore, as part of our online flipbook, your ad links back to your website—providing unsurpassed global reach and value for your multimedia advertising purchase!

The time is now to reserve your space. Commit to multiple issues for additional savings, which include: Santa Fe *TREND* Lookbook 2016/2017, and *TREND* Summer 2017.

To learn more, contact:

Cynthia Canyon  
Publisher and Founder *TREND* Magazine  
505-470-6442  
santafetrend@gmail.com

*TREND* a magazine of Art + Design + Architecture + Cuisine  
PO box 1951 Santa Fe NM 87504 company #: 988-5007 trendmagazineglobal.com

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Publishing quarterly, *TREND* is devoted to becoming the country's favorite art, design, architecture, and cuisine magazine. By advertising in this issue, you can take advantage of our expanding reach to your potential customers both near and far.

Mark these dates on your calendar:

## Santa Fe *TREND* Lookbook 2016/2017 ISSUE

Space reservation, art, advertorials, and bonus materials due: **November 13, 2016**

Press-ready ads due: **No later than November 13, 2016**

Santa Fe *TREND* Winter Annual Lookbook distributed: **December 2016–September 2017**

## *TREND* Summer 2017 ISSUE

Space reservation, art, advertorials, and bonus materials due: **June 1, 2017**

Press-ready ads due: **No later than June 8, 2017**

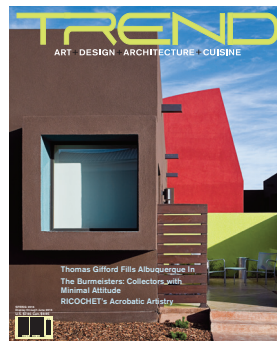
*TREND* Summer issue distributed: **July 2016–September 2017**

## *TREND* Fall 2017 ISSUE

Space reservation, art, advertorials, and bonus materials due: **August 8, 2017**

Press-ready ads due: **No later than August 17, 2017**

*TREND* Fall issue distributed: **Late September–December 2017**



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PO box 1951 Santa Fe NM 87504 company #: 505-988-5007 trendmagazineglobal.com