



## **ADVERTORIAL DISPLAY OFFER**

*TREND* magazine features the diverse projects and people in art, design, architecture, and cuisine in Santa Fe, Taos, and Albuquerque. Over the past 17 years we have inspired readers with our commitment to excellence in publishing.

*TREND* is a beautiful and collected magazine of high acclaim. Work with us to be part of our upcoming 2016 issues, in which you and your business can be featured on a half-page, one-page, or a two-page advertorial. 25,000 copies each of *TREND*'s Spring, Summer, and Fall 2016 issues are displayed on newsstands across the country, given out at national art fairs, mailed to subscribers, and distributed throughout Santa Fe, Albuquerque, and Taos among important outlets that produce results.

An advertorial means advertising in "article" format. *TREND* advertorial rates include one photograph and production. Advertisers have the option of providing their own photography and copy, or a *TREND* writer will produce copy at no additional charge (please reference the format layout as shown on the reverse). All *TREND* advertorials display an "advertisement" header at the top of each page.

### **Mark these dates on your calendar:**

#### ***TREND* Spring 2016 ISSUE**

Space reservation, art, advertorials, and bonus materials due: **March 15, 2016**

Press-ready ads due: **March 16, 2016**

*TREND* Spring issue distributed: **April 2016–mid June 2016**

#### ***TREND* Summer 2016 ISSUE**

Space reservation, art, advertorials, and bonus materials due: **May 28, 2016**

Press-ready ads due: **No later than June 1, 2016**

*TREND* Summer issue distributed: **June 2016–September 2016**

#### ***TREND* Fall 2016 ISSUE**

Space reservation, art, advertorials, and bonus materials due: **August 3, 2016**

Press-ready ads due: **No later than August 11, 2016**

*TREND* Fall issue distributed: **September–December 2016**

### **To make inquiries or reserve your space, please contact your sales representative:**

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*TREND* a magazine of art + design + architecture + cuisine  
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**WOODS DESIGN BUILDERS** is known for exceptional design and craftsmanship in high-end homes, remodels, and additions featuring the firm's signature classic and timeless Santa Fe style. The oldest family owned and operated design-build firm in Santa Fe, Woods has earned numerous top awards for design, craftsmanship, green building, and energy efficiency. Trend asked the Woods team—Sharon and her sons Shane and Rob Woods—about their recent projects, vision, and award-winning approach.

**Trend: What have you worked on lately that you're most proud of?**

Woods: We are really proud of the wider range of work we're doing both stylistically and geographically. Our current projects consist of a 7,000-square-foot ski-in/ski-out mountain cabin on the slopes of Taos Ski Valley; a Northern New Mexico-style ranch in El Vado, NM; a historical renovation in Old Town Albuquerque; and multiple remodels and new custom homes in Santa Fe.

**Trend: What's most important in the company's approach to designing and building a home?**

Woods: Listening to our clients is paramount. They are integral to our approach, our success, and the success of all our projects. Clients bring their own vision and ideas and we view our relationship with them as a collaboration and do everything we can to give them their dream home. We design and build our clients' homes around their particular lifestyle and needs. This is why every Woods home is so unique, because of what each individual brings to a project.

**Trend: What's your philosophy about incorporating the land into your projects?**

Woods: Santa Fe is one of the most stunningly beautiful places in the country with its 100-mile views, rugged mountain faces, and endless blue sky. Our goal is to incorporate these natural elements into our projects. A Woods home appears to be born out of the land, comfortably nestled into the landscape, with large rooms opening up to sweeping portals overlooking expansive views.

**Trend: What are some key green-building elements that commonly go into your projects these days?**

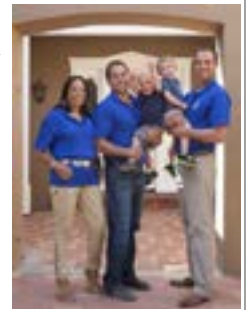
Woods: What's exciting is that green-building materials and practices are becoming more affordable and easier to retrofit. Currently, we are working on a large remodel that will be heated and cooled by geothermal technology, will recycle water through a greywater system, store rain water with a 15,000-gallon cistern tank, and all exterior walls will be coated with a layer of polyurethane foam—resulting in extremely low energy usage. Utilizing the latest technology, green homes can be achieved while not compromising the desired aesthetic, authentic Santa Fe style, or breaking the budget.

**Trend: Why should a client choose a design-build firm such as Woods over hiring an independent architect and contractor?**

Woods: We believe the design-build concept is the most effective approach to ensure the success of a project, both aesthetically and financially. Often when a client hires an architect independently, the costs can be significantly higher and an adversarial relationship can exist between the architect and contractor. The Woods Design-Build approach is team oriented with the architect, designer, construction manager, and client all working together to overcome obstacles and deliver a project on time, within budget, and that exceeds the client's expectations. Woods has perfected this process. We want the journey to be exciting, creative, and satisfying for our clients.

**Trend: What separates Woods from the rest of the pack?**

Woods: We have a proven track record. Woods has been building homes locally for almost 40 years and we have the best reputation in town. We are a family-owned firm deeply vested in the success of each project and in taking care of our clients from the moment they walk through our door until long after their project has been completed. This commitment to excellence and dedication to client service translates into the perfect home that we hope our clients will cherish. A Woods home features the highest quality of materials, a pride in craftsmanship, and an impeccable attention to detail. Our goal is to exceed our clients' expectations in every way possible.  
Woods Design Builders 302 Catron Street Santa Fe, NM 87501 (505) 988-2413 woodsbuilders@earthlink.net



Two-page Advertorial: 1x \$6,000; 2x or 3x \$5,500; 4x \$5,000

Advertisement



## The Historic Railway Design District

Located in the heart of the historic Railway District, just minutes from the Plaza, is one of Santa Fe's most popular and unique shopping experiences—three stores in the Gross Kelly Building that offer a distinctive look and feel. From decorative to architectural to home furnishings to jewelry. From traditional to folk to contemporary. This single destination provides a glimpse into the past and the present, the familiar, and the far away.

For 20 years Antique Warehouse has imported architectural elements and furniture from Mexico, including Spanish Colonial antiques and old Mexican ranch furniture, doors, and shutters—all an integral part of the Santa Fe look and mystique. Ranging from elegant to rustic and showcasing beautiful indigenous wood and native craftsmanship, each piece is individually selected for its age, character, and the beauty of the wood. The doors and furniture of Old Mexico, which have graced the finest of haciendas and the humblest of casitas and cantinas, have evolved over several centuries from many cultural influences. Created by both the sophisticated carpenter and the skillful artisan, all are now fully restored and in any surrounding evoke an Old World feeling of graciousness, authenticity, and warmth.

Locals consider Casa Nova one of the best places for unique gifts and a "must stop" for their out-of-town guests. The shop offers extraordinary art,

craft, and design pieces from Southern Africa and other exotic locations. Developing this cultural fusion, which epitomizes "the art of living and living with art," the owner uses her skilled eye to find and directly import the unusual, the whimsical, and the practical. One-of-a-kind home furnishings, local and international jewelry, women's accessories and handbags, unique tableware, and folk and tribal art are all part of the eclectic offerings. Casa Nova style is contemporary, urban, and vibrant, echoing traditional form while embracing the energy of the new. The store is also committed to making a difference by supporting fair-trade cooperatives, poverty alleviation, and sustainable development.

Distinctive, imaginative, and extraordinary design in outdoor furnishings and indoor pieces is the hallmark of Moss Outdoor. Traditional, contemporary, and transitional designs and styling are colorfully and dramatically displayed. Moss carries a broad spectrum of styles by an international group of designers, including Brown Jordan, DEDON, JANUS et Cie, David Suderland, Sifas, Kenneth Cobonpue, and Zachary A. Design. Chairs, lounges, tables, the best gardening tools in the world, florals by Diane James, books, and whimsical bird feeders, birdhouses, and hummingbird feeders combine in this beautiful showroom to create an experience of magic and wonder. This is luxury outdoor living at its best.



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LOOKING FOR A RELAXING BOUTIQUE HOTEL WITH SPA, STYLE, HOSPITALITY AND PHOTOGRAPHY FROM THE OLD WEST? Santa Fe-based architectural firm Archiscape recently completed a 15-unit boutique hotel in Arroyo, New Mexico for real estate and development company Zilbas and is excited about the positive community response. "Zilbas wanted to see the hotel in the City of Arroyo," says Aaron Behren, Archiscape's owner and principal architect. "We envisioned the building's seven stories as a great metaphor that glows that city through the color of their local hand-dyed yarn." The City responded enthusiastically making the hotel a popular destination.

"This Arroyo offers some special amenities that the ubiquitous mid-rise hotels in the area and appeals to the discerning business traveler," says Behren. Instead, amenities include a physical fitness facility, a treatment center, and a community meeting room for events and receptions. The hotel's Stone Bar and Lounge has proven to be a popular destination for both guests and locals. Overlaid guests enjoy margaritas served with jalisco, hot salsa, and their thick and white photographs of the area. But the design work doesn't stop there. The energy-efficient design has realized more than 100,000 sq ft of space. "The building achieves a successful balance between function and aesthetics," says Behren. "and it's up to us to help the city find its 'Easy to Find, Hard to Leave.'" The hotel is located off Highway 88 in Arroyo, New Mexico.

**Archiscape**  
ARCHITECTURE LANDSCAPE

Aaron Behren, AIA, LE  
505-679-4275  
www.archiscape.com

Half-page Advertorial: 1x \$2,500, 2x or 3x \$2,000; 4x \$1,750

Full-page Advertorial: 1x \$3,500; 2x or 3x \$3,000; 4x \$2,500