



## CIRCULATION AND DISTRIBUTION

*Trend's* mission is to explore and celebrate New Mexico's uniqueness while emphasizing its timeless aesthetic and evolving contemporary art forms. *Trend* fills a unique niche, reflecting the distinctive expressions that flow throughout this artistic community. *Trend* shows the region—and the rest of the world—the best of what's happening in Santa Fe, Taos, and Albuquerque.

- *Trend* magazine is published five times a year, and copies are available throughout New Mexico and nationwide.
- ***Trend Spring***, April through June; ***Trend Summer***, June through September; and ***Trend Fall***, September through December, each with a distribution of 25,000 copies.
- ***Santa Fe Trend Lookbook***, a photo-only publication with a distribution of 18,000 copies, May–December in Albuquerque, Santa Fe, and Taos alongside the three editorial *Trend* issues, until the winter lookbook replaces it in December.
- ***Santa Fe Trend Winter Annual Lookbook*** features art, design, lifestyle, and cuisine photo essays, with 35,000 copies distributed from December 2016 through December 2017.
- *Trend* magazine reaches an educated, informed, affluent readership with insightful, engaging editorial content focused on art, design, architecture, interiors, and lifestyles.
- Readers average one hour or more per issue, based on *Trend's* reader survey.
- Advertisers are provided complimentary copies to give to their clients.

*Trend* distributes 10,000 copies to select local and national newsstands, and by mail to subscribers, including homeowners, interior designers, real estate executives, architects, builders, and prominent community leaders. *Trend* is also distributed at local and national art fairs, and at design and cultural events.

An additional 15,000 (Spring, Summer, and Fall) and 25,000 (Winter) complimentary copies are distributed in Santa Fe, Albuquerque, and Taos at the cities' finest galleries, hotels, specialty retail stores, upscale real estate offices, banks, restaurants, industry design shows, title companies, vacation-home rentals, and the offices of architects, builders, and designers.

Upholding the highest of journalistic standards, *Trend* conveys the art of living well through stunning photography, provocative features, and reader-friendly departments, all designed to surprise, delight, and inform. Nowhere else in the world is there such a fascinating intermingling of cultural influences, tradition, and innovation. In the pages of *Trend* you'll find the entire spectrum of art, architecture, design, cuisine, and people that make Santa Fe and the Southwest a mecca for design and art lovers around the world.

## ADVERTISING RATES

	1X rates	2X or 3X rates	4X rates
Full Page	\$3,000	\$2,500	\$2,000
2/3 Page	\$2,500	\$1,750	\$1,500
1/2 Page	\$2,000	\$1,500	\$1,250
1/3 Page	\$1,500	\$1,250	\$1,000
Page One	\$3,500	\$3,000	\$3,000
Inside Front Cover	\$4,500	\$4,000	\$4,000
Inside Back Cover	\$4,000	\$3,500	\$3,000
Back Cover	\$6,000	\$5,500	\$5,500
Two-page Spread	\$5,500	\$5,000	\$4,000

***Santa Fe Trend*** Lookbook (full pages only) \$1,500

All advertising rates are net of agency commission.

Ad prices do not include production or photography.

Other than the covers, no position will be guaranteed unless 10% is added to the above rates.

Specifications and rates are available at [trendmagazineglobal.com](http://trendmagazineglobal.com). Click on the Advertise tab.

[Ad pricing includes a link to your website and all social media platforms.](#)

Facebook [facebook.com/magazineTrend](http://facebook.com/magazineTrend)  
Twitter [twitter.com/santafetrend](http://twitter.com/santafetrend)  
Pinterest [pinterest.com/santafetrend/](http://pinterest.com/santafetrend/)  
Instagram [instagram.com/santafetrend](http://instagram.com/santafetrend)

## ADVERTORIALS

	1X rates	2X or 3X rates	4X rates
Two-page spread	\$6,000	\$5,500	\$5,000
Full Page	\$3,500	\$3,000	\$2,500
1/2 Page	\$2,500	\$2,000	\$1,750

An advertorial is advertising in "article" format. *Trend* advertorial rates include writing and production. Advertisers have the option of providing their own photography and copy, or copy will be written by an official *Trend* writer at no additional charge. (Please reference the format layout). All *Trend* advertorials are identified with an "advertisement" header at the top of each page.

## PAYMENT

A 50% deposit is due upon signing a contract. The balance is due with the submission of ad artwork.

Ads not paid in full by the artwork deadline will be pulled unless prior written arrangements are approved by the publisher. Deposits will be forfeited unless such arrangements have been made.

Advertisers receive a 5% discount for prepayment of 4x annual contracts.

## BONUS SECTIONS

The *Trend* Fall issue will feature special advertiser bonuses in the Trendsourc special section.

*Trend* Fall: *Trendsourc* design bonus focuses on the latest design concepts. This eye-catching section will highlight our advertisers as the source of creative design, superb craftsmanship, and stellar merchandise. When you purchase a half-page (or larger) ad in two consecutive issues, we will include your business in this design-focused bonus. With its own section cover and creative content, this section within the magazine will feature products and services from home furnishings, design, and building advertisers.

*Trend's* Real Estate bonus will also include one-, two-, and four-page advertorials featuring magnificent homes for sale.

Spring, Summer, and Fall issues of *Trend* magazine now feature artist and restaurant advertorials. A full page costs \$3,000, while a two-page ad is \$5,500. Prices include photography and production. These ads must follow the format shown in the current issue.

## SALES REPRESENTATIVES

For space reservations, contact your *Trend* sales representative:

Cynthia Canyon  
505-470-6442 [santafetrend@gmail.com](mailto:santafetrend@gmail.com)

Judith Leyba  
505-820-6798 [miloleyba@gmail.com](mailto:miloleyba@gmail.com)

Nigel Rudlin  
505-490-5559 [nprudlin@gmail.com](mailto:nprudlin@gmail.com)