

## ADVERTISING RATES

	4 Issues (4X)	3 Issues (3X)	2 Issues (2X)	1 Issue (1X)
Full Page	\$3,000	3,500	4,000	4,500
2/3 Page	\$2,500	3,000	3,500	4,000
1/2 Page	\$2,000	2,250	2,750	3,000
1/3 Page	\$1,500	2,000	2,500	3,000
Page One	\$3,500	4,000	4,500	5,000
Inside Front Cover	\$4,500	5,000	5,500	6,000
Inside Back Cover	\$4,000	4,500	5,000	6,000
Back Cover	N/A	N/A	5,500	6,500
Two-Page Spread	\$5,500	6,000	6,500	7,000
Four-Page Spread	\$11,000	12,000	13,000	14,000

All advertising rates are net of agency commission.

Ads purchased at the four-time, three-time, or two-time rate must run in consecutive issues from the contract date.

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 [www.santafetrend.com](http://www.santafetrend.com). Click on the Advertise tab.

## ADVERTORIALS

	4 Issues (4X)	3 Issues (3X)	2 Issues (2X)	1 Issue (1X)
Two-page	\$6,000	6,500	7,000	7,500
Full-page	\$4,000	4,500	5,000	5,500
Half-page	\$2,500	2,750	3,000	3,250

An advertorial is advertising in "article" format. *Trend* advertorial rates include one photograph 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.

## EXTRA OR BONUS SECTIONS

Winter/Spring 2009 will feature a Travel section informing readers about select travel opportunities in and near New Mexico. Advertisers will have the opportunity to share their story with *Trend's* readership when they purchase advertorials in our travel section. Summer 2009 issue will feature a Gallery/Artists bonus called "Art Unframed".

For advertisers reserving two half-page ads or a larger display ad in these appropriate issues, we offer a free bonus of one image at no additional charge in either one of these advertising sections (depending on where your business fits in the specific issue you are advertising in). These bonuses are an extra \$500 if your ad is a one-third page. Additional images are available for \$500 each.

## PAYMENT

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

Ads must be paid in full by artwork deadline. Ads not paid in full by artwork deadline will be pulled unless prior arrangements in writing and approved by the publisher have been agreed to. Deposits will be forfeited unless prior arrangements are made for on-time payments.

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

## ARTWORK SUBMISSION

Please refer to the ad specification section of our website at [www.santafetrend.com](http://www.santafetrend.com). Click on the Advertise tab and then click on the Download Spec Sheet tab for submission instructions, sizes, and specifications.

Artwork can be uploaded to our FTP site: Go to [www.ibackup.com](http://www.ibackup.com) (username: trendads, password: 2008). Send an e-mail to [perform@santafetrend.com](mailto:perform@santafetrend.com) to notify our art department that you have uploaded your files.

Artwork on CD or DVD may be mailed or delivered directly to the *Trend* office, located on Don Gaspar between Barcelona and Cordova. Local deliveries may be placed in the top drawer of the office chest of drawers outside next to the front door.

**Office** Trend Magazine, 1205-C Don Gaspar, Santa Fe, NM 87505

**Mailing** Trend Magazine, PO Box 1951, Santa Fe, NM 87504

**Phone** (505) 988-5007 **Fax** (505) 983-1233

**E-mail** [perform@santafetrend.com](mailto:perform@santafetrend.com)

# TREND

ART+DESIGN+ARCHITECTURE

2008/2009 Advertising Rates



## CIRCULATION AND DISTRIBUTION

- *Trend* magazine is now a quarterly publication.
- Each issue has a distribution of 35,000 copies at locations in New Mexico and nationwide.
- Reaches an educated, informed, affluent readership.
- Insightful, engaging editorial focuses on art, design, architecture, interiors, and lifestyles.
- Readers average one hour or more per issue, based on information from our 2006 readers survey.

*Trend* distributes 15,000 copies to select local and national newsstands and by mail to subscribers, who include homeowners, interior designers, real estate executives, architects, builders, and prominent community leaders.

An additional 20,000 copies are made available for free in Santa Fe, Albuquerque and Taos to the cities' finest galleries, hotels, specialty retail stores, upscale real estate offices, banks, restaurants, industry design shows, title companies, second-home rentals, and offices of architects, builders, and designers.

Advertisers are provided complimentary copies to give to their clients.

*Trend's* mission is to explore and celebrate New Mexico's uniqueness while emphasizing both its timeless aesthetic and its evolving contemporary art forms. 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 the art, architecture, design, and people that make Santa Fe and the Southwest a mecca for artists, designers, and art lovers from around the world.

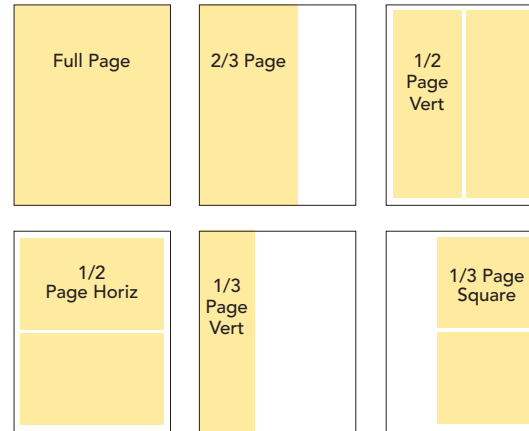
*Trend* has developed a unique niche that reflects the distinctive expressions that flow throughout this artistic community. *Trend* highlights the best of what's happening in New Mexico and the Southwest to the region—as well as the rest of the world.

The magazine introduces its readers to the top sources of products and services to update, renovate, and build a unique home for luxury living. *Trend* upholds the highest of journalistic standards as we convey the art of living well through stunning photography, provocative features, and reader-friendly departments, all designed to surprise, delight, and inform. Our aim is to create a magazine that is both a valued resource and an inspiration to readers everywhere of all ages.

This is a magazine for today that is constantly changing to meet an evolving aesthetic that supports our readers' expanding sensibilities and lifestyles.

## MECHANICAL SPECIFICATIONS

Page trim size is 8.875" x 10.875".



□ Editorial Area  
■ Advertising Artwork Area

The illustrations above are for visual reference only. Please refer to the ad specification section of our website at [www.santafetrend.com](http://www.santafetrend.com). Click on the Advertise tab and then click on the Download Spec Sheet tab for submission instructions, sizes, and specifications.

Advertisers will provide a CMYK (U.S. Web Coated SWOP v.2) color proof to *Trend* for use at press. *Trend* prefers to use proofs provided by *Fire Dragon Color* for on-press consistency. You may have *Fire Dragon Color* produce the proof for you; please ask for the *Trend* pricing when submitting your artwork. *Fire Dragon Color* is located at 2754 Agua Fria Street, Santa Fe, NM 87505, (505) 699-0850. Or you may e-mail [john@firedragoncolor.com](mailto:john@firedragoncolor.com). If not provided, *Trend* will order a proof for you and you will be billed for the cost.

The publisher is not responsible for files improperly submitted or for substandard color proofs. *Trend* adheres to high-quality production guidelines and reserves the right to refuse advertising or ad materials that will not produce high-quality results.

## SALES

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

Cynthia Canyon	(505) 470-6442	<a href="mailto:cynthia@santafetrend.com">cynthia@santafetrend.com</a>
Susan Crowe	(505) 603-0933	<a href="mailto:SCroweonQ@aol.com">SCroweonQ@aol.com</a>
Judith Leyba	(505) 820-6798	<a href="mailto:miloleyba@gmail.com">miloleyba@gmail.com</a>
Gary Miller	(505) 920-4239	<a href="mailto:garym@hubwest.com">garym@hubwest.com</a>

## SPACE RESERVATIONS AND DEADLINES

### WINTER/SPRING ISSUE 2009 V.9#3

All completed ad materials due by October 8, 2008  
Distributed November 15, 2008 – March 2009  
Bonus Travel section materials due September 25, 2008

### SPRING ISSUE 2009 V.10#1

All completed ad materials due by February 16, 2009  
Distributed mid-March – mid-June 2009

### SUMMER ISSUE 2009 V.10#2

All completed ad materials due by May 15, 2009  
Distributed mid-June – mid-September 2009  
Bonus "Art Unframed" section materials due April 29, 2009

### FALL ISSUE 2009 V.10#3

All completed ad materials due by August 15, 2009  
Distributed mid-September – December 2009

### WINTER ISSUE 2009 V.10#4

All completed ad materials due by November 1, 2009  
Distributed December – mid-March 2010

## ADVERTISING DESIGN AND PRODUCTION

Janine Lehmann, Art Director  
Lisa Graff, Advertising Design and Production  
Submit inquiries to [perform@santafetrend.com](mailto:perform@santafetrend.com).

## TREND ADVERTISING DESIGN PRICING

*Trend* can produce your ad for you, including one scan, for an additional fee. Our ad production fees are as follows:

Full page: \$400  
Two-thirds page: \$300  
Half-page and one-third page: \$250

For additional information, please contact [perform@santafetrend.com](mailto:perform@santafetrend.com) or call (505) 988-5007.

Or *Trend* can assist you to produce your ad. Contact one of our *Trend* authorized designers. You will pay the designer directly for this service:

Lisa Graff (505) 263-3754, [lisagraff@comcast.net](mailto:lisagraff@comcast.net)  
Jeri Lee Jodice (480) 268-6741, [jerilee\\_trend@mac.com](mailto:jerilee_trend@mac.com)  
Kate Marburger (505) 438-6587, [kate@ev-graphics.com](mailto:kate@ev-graphics.com)  
Todd Scalise, (505) 557-7637, [todd@toddscale.com](mailto:todd@toddscale.com)