

ADVERTISING RATES

	Summer 25,000 copies		Fall/Winter/Spring 35,000 copies Sept–May	
	2 Issues (2X)	1 Issue (1X)	2 Issues (2X)	1 Issue (1X)
Full Page	\$2,500	\$3,000	3,000	3,500
2/3 Page	\$2,000	2,500	2,500	3,000
1/2 Page	\$1,500	1,750	2,000	2,250
1/3 Page	\$1,000	1,500	1,500	2,000
Page One	\$3,000	3,500	3,500	4,000
Inside Front Cover	\$4,000	4,500	4,500	5,000
Inside Back Cover	\$3,500	4,000	4,000	4,500
Back Cover	\$5,000	5,500	5,500	6,000
Two-page Spread	\$5,000	5,500	5,500	6,000

All advertising rates are net of agency commission.

Ads purchased at the 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 trendmagazineglobal.com. Click on the Advertise tab.

ADVERTORIALS

	Summer 25,000 copies		Fall/Winter/Spring 35,000 copies Sept–May	
	2 Issues (2X)	1 Issue (1X)	2 Issues (2X)	1 Issue (1X)
Two-page spread	\$5,500	6,000	6,000	6,500
Full Page	\$3,000	3,500	3,500	4,000
1/2 Page	\$2,000	2,250	2,500	2,750

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 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 approval 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.

BONUS SECTIONS

Fall/Winter/Spring 2013-2014: *Trend* designer bonus that focuses on the latest design concepts. A feature of the fall/winter/spring issue of *Trend*, this eye-catching section will highlight our advertisers as the source for 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 *Trend* designer bonus. The section—within the magazine, with its own cover and creative content—will feature products and services from home-furnishings, design, and building advertisers.

Trend Real Estate bonus will also feature one, two- and four-page advertorials featuring magnificent homes for sale; please ask your sales representative about this real estate bonus-offer.

Every issue of *Trend* magazine now features Artist and Restaurant sections. A full page costs \$3,000, which includes photograph and production. Two-page spreads are \$5,000, which includes photograph and production. These ads must follow the format as shown in the current issue of *Trend*.

Summer 2013 issue will feature a Gallery bonus. Gallery advertisers reserving a half page or more in the Summer issue will receive a free bonus image in the Gallery special section. These bonuses are an extra \$500 if your ad is a one-third page. Additional images are available for \$500 each.

SALES REPRESENTATIVES

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

Cynthia Canyon	(505) 470-6442	santafetrend@gmail.com
Judith Leyba	(505) 820-6798	miloleyba@gmail.com
Kimber Lopez	(505) 690-3771	kimber@ecotrendsource.com
Jim Cox	(530) 386-5548	jimcox@jimcoxartworks.net

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SUBSCRIBE to a source for exquisite art and design.

ADVERTISE trendmagazineglobal.com

TREND
ART+DESIGN+ARCHITECTURE magazine

SUMMER 2013

FALL 2013/WINTER/SPRING 2014

trendmagazineglobal.com

505-988-5007

CIRCULATION AND DISTRIBUTION

- *Trend* magazine is published twice a year.
- Summer issue has a distribution of 25,000 copies and Fall/Winter/Spring 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 readers survey.

Trend distributes 10,000 (Summer) and 15,000 (Fall/Winter/Spring) 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. *Trend* is also distributed at local and national art fairs, car shows, and design and cultural events.

An additional 15,000 (Summer) and 20,000 (Fall/Winter/Spring) 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.

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 trendmagazineglobal.com. Click on the Advertise tab and then click on the Download Spec Sheet tab for submission instructions, sizes, and specifications.

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.

SPACE RESERVATIONS AND DEADLINES

Summer 2013

Magazine space reservation due, and art, restaurant advertorials, or art bonus materials due: **April 15, 2013**

Press-ready ad due: **May 1, 2013**

Issue distributed: June 12, 2013 – September 24, 2013

Fall/Winter/Spring 2013–2014

Magazine space reservation due, and *Trend* designer bonus due: **August 15, 2013**

Press-ready ad due: **August 22, 2013**

Issue distributed: September 25, 2013–June 2014

ARTWORK SUBMISSION

Please send press-quality pdf ads to: jdgraphix@comcast.net

Send your ad via an FTP service such as You Send It (yousendit.com) or Dropbox (dropbox.com). *Trend* can send an invitation for you to share our Dropbox folder, if you would like to send via Dropbox.

We will confirm that your ad was received and contact you if there are any problems.

All color-critical ads, especially those that include artwork, must be submitted with SWOP color proofs. Proofs can be obtained from Fire Dragon Color, 2754 Agua Fria Street, Santa Fe. Ask for special *Trend* pricing. Once you approve the proof, please leave it at Fire Dragon for pickup.

Contact John Vokoun at (505) 699-0850 or john@firedragoncolor.com.

Detailed ad specs are posted at trendmagazineglobal.com.

For artwork provided on disk, or for color proofs not obtained from Fire Dragon, please send to:

Trend Magazine, P.O. Box 1951, Santa Fe, NM 87504-1951

For ad coordination or production assistance contact: Janine Lehmann at (505) 466-1912 or jdgraphix@comcast.net

Send artwork by mail or Fedex to:

Trend Magazine, P.O. Box 1951, Santa Fe, NM 87504-1951

ADVERTISING DESIGN AND PRODUCTION

Submit inquiries to: jdgraphix@comcast.net

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 more information, contact santafetrend@gmail.com.

Or *Trend* can assist you to produce your ad. You will pay the designer directly for this service.

Contact Janine Lehmann at (505) 466-1912 or jdgraphix@comcast.net