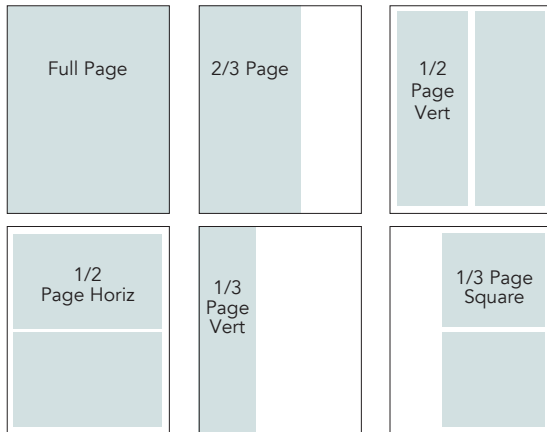


## MECHANICAL SPECIFICATIONS

Standard page trim size: 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 [trendmagazine.global.com](http://trendmagazine.global.com). Click on the Advertise tab, then on the Download Spec Sheet tab for submission instructions, sizes, and specifications.

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

## ARTWORK SUBMISSION

Please send press-quality PDF ads to: [trendjeanne@gmail.com](mailto:trendjeanne@gmail.com) by email, or, for large files, you can use an FTP site like [dropbox.com](http://dropbox.com) or [hightail.com](http://hightail.com).

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

## TREND ADVERTISING DESIGN PRICING

*Trend* can design and produce your ad for you for an additional fee:

Two-page spread: \$400 Full page: \$300

Two-thirds page: \$300

Half-page and one-third page: \$250

For more information, contact [santafetrend@gmail.com](mailto:santafetrend@gmail.com).

If you would like design assistance with your ad, contact art director Janine Lehmann at 505-466-1912 or advertising production manager Jeanne Lambert at 505-596-5125 or [trendjeanne@gmail.com](mailto:trendjeanne@gmail.com) for information.

# TREND

ART+DESIGN+ARCHITECTURE+CUISINE

## SPACE RESERVATIONS AND DEADLINES

### *Trend* - Annual 2020

Artist advertorial materials due **June 7, 2020**

*DesignSource* bonus materials are due **June 7, 2020**

Press-ready ads and space reservations due **June 10, 2020**

Prerelease 200-page flipbook online June 15, 2020

Issue distributed August 15, 2020 – December 31, 2020

## SALES REPRESENTATIVES

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

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

Mara Leader  
505-670-1056 [mara@maraleader.com](mailto:mara@maraleader.com)

Anya Sebastian  
505-920-9700 [scribe505@fastmail.net](mailto:scribe505@fastmail.net)

Over 20 years of publishing excellence  
Style and content that inspires



## ADVERTISE

ANNUAL 2020  
V21#1

505-470-6442  
[trendmagazineglobal.com](http://trendmagazineglobal.com)

## CIRCULATION AND DISTRIBUTION

*Trend's* mission is to celebrate the art, design, architecture, and cuisine of Santa Fe, Albuquerque, and Taos. In exploring the attributes that make these places unique, we reflect the beauty, depth, culture, and trendsetting style of these communities—which in turn inspire locals and visitors alike. We engage talented writers and photographers to create thought-provoking and stimulating content, which is complemented by the quality and aesthetic excellence of our advertisers. Our uncompromising attention to detail and rigorous printing standards not only make us a highly respected and collectible magazine but also create a demand for the products and services featured in each issue we publish. When your advertising appears in *Trend*, you are a part of the timeless aesthetic that embraces our readers' sensibilities. Your ad, together with our editorial integrity, will fill a unique niche in the magazine marketplace, one that is sophisticated, stylish, and cutting edge, guiding buyers to the best art and merchandise available for purchase in the West.

- *Trend* magazine is published annually, and copies are available throughout New Mexico and through subscription.
- *Trend* Annual 2020 issue: August 15, 2020 – December 31, 2020, with a distribution of 20,000 copies. Pre-release 200-page digital flipbook online June 15, 2020.
- *Trend* magazine reaches an educated, informed, affluent readership with insightful, engaging editorial content focused on art, design, architecture, interiors, cuisine, and lifestyles.
- Advertisers are provided complimentary copies to give to their clients.

*Trend* distributes 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.

20,000 copies are distributed annually. 500 copies are mailed to subscribers in the United States and Canada. Complimentary copies are distributed in Santa Fe, Albuquerque, and Taos at the 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.

## ADVERTISING RATES

	1X rate	Digital rate
Full Page	\$2,500	\$1,000
2/3 Page	\$2,000	\$900
1/2 Page	\$1,750	\$750
1/3 Page	\$1,500	\$600
Page One	\$3,500	N/A
Inside Front Cover	\$4,500	N/A
Inside Back Cover	\$3,500	N/A
Back Cover	\$5,500	N//A
Two-page Spread	\$4,500	\$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](https://facebook.com/magazineTrend)  
Twitter [twitter.com/santafetrend](https://twitter.com/santafetrend)  
Pinterest [pinterest.com/santafetrend/](https://pinterest.com/santafetrend/)  
Instagram [instagram.com/santafetrend](https://instagram.com/santafetrend)

## PAYMENT

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

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.

## BONUS SECTIONS

*Trend's* Annual 2020 21st issue (V21#1) is art and design-focused. We offer special artist and design advertorial rates.

Artist two-page advertorial: 250 words, we design ad, you supply digital image and words via email to our designer. \$2500 1x if purchased by June 7, 2020.

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

For ad coordination or production assistance contact: Jeanne Lambert at 505-596-5125 or [trendjeanne@gmail.com](mailto:trendjeanne@gmail.com)

Send artwork by mail to: *Trend* Magazine, P.O. Box 1951, Santa Fe, NM 87504-1951

## ADVERTORIAL

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 a *Trend* writer at no additional charge. Please reference the format layout. Copy provided by advertisers will undergo editing by the *Trend* editorial staff as needed. All *Trend* advertorials are identified with an "advertisement" header at the top of each page.