

MECHANICAL SPECIFICATIONS

Standard page trim size: 8.875" x 10.875"



The illustrations above are for visual reference only. Please refer to the ad specification section of our website at 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 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.

ARTWORK SUBMISSION

Please send press-quality PDF ads to: trendjeanne@gmail.com by email, or, for large files, you can use an FTP site like dropbox.com or 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:

Full page: \$400

Two-thirds page: \$300

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

For more information, contact santafetrend@gmail.com.

If you would like design assistance with your ad, contact art director Janine Lehmann at 505-466-1912 or jdgraphix@comcast.net for information and pricing.

SPACE RESERVATIONS AND DEADLINES

Santa Fe Trend - Lookbook - 2016/2017

Magazine space reservation and art advertorial materials due **November 21, 2016**

Press-ready ads due **no later than November 21, 2016**
Issue distributed December 2016–summer 2017

Trend - Summer 2017

Magazine space reservation and art and restaurant advertorial materials due **June 1, 2017**

Press-ready ads due **no later than June 8, 2017**
Issue distributed late July–September, 2017

Trend - Fall 2017

Magazine space reservation and *Trend* designer bonus materials due **August 8, 2017**

Press-ready ads due **no later than August 17, 2017**
Issue distributed September 15–December 15, 2017

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

Charissa Gregoricus
505-603-4240 charissatrend@gmail.com

Anya Sebastian
505-920-9700 scribe505@fastmail.net

Kelleen Theis
505-660-9234 kelleen505@gmail.com

TREND

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ADVERTISE

SANTA FE TREND • LOOKBOOK • Art and photo essays

TREND • SUMMER • regional art meets design

TREND • FALL • architecture, design, and high cuisine

505-988-5007
trendmagazineglobal.com

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 two times a year, and copies are available throughout New Mexico and nationwide.
- **Santa Fe Trend Lookbook** is published annually and features art, design, lifestyle, and cuisine photo essays, with 35,000 copies distributed for nine months.
- **Trend Summer, July through September; and Trend Fall, late September through early December**, each with a distribution of 25,000 copies.
- *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 (Summer, and Fall) and 25,000 (Santa Fe Trend Lookbook) 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

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. Click on the Advertise tab.

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

Facebook facebook.com/magazineTrend
Twitter twitter.com/santafetrend
Pinterest pinterest.com/santafetrend/
Instagram instagram.com/santafetrend

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. See advertorial sales sheets for pricing.

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 Trendsorce special section.

Trend Fall: *Trendsorce* 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.

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.

For ad coordination or production assistance contact:

Jeanne Lambert at 505-702-8594 or trendjeanne@gmail.com

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