

TRENDSOURCE PROJECT BONUS **Architects, Designers, Builders, Subcontractors, and Building Suppliers**

Rare value: You can buy a half page ad and receive either the Trendsourc project bonus or a full page ad upgrade for \$1500. Buy a Full page Ad and either receive a full page Trendsourc project bonus or a two page ad spread upgrade for \$2500.00.

*TRENDS*source, a special design-focused bonus section included in every fall issue of *TREND* magazine, brings extra value to our architect, designer, builder, subcontractor, and building supplier advertisers.



If you purchased a regular half-page, full-page, or two-page ad in the Summer Lookbook 2018 issue, you will double your exposure in the Fall 2018 issue with a bonus half-page, full-page or two-page ad in *TRENDS*source that highlights one of your recently completed or upcoming projects. You provide the photography and a 100-word write-up describing your project, and we will design your bonus using one of the templates shown on the back of this page. Inclusion in *TRENDS*source is a great way to more directly reach readers who might be in need of your services.

If you have worked on a project with another architect, designer, or supplier, the *TRENDS*source section is a great place to spotlight this collaboration. The size of this feature will depend on the amount of project advertisers. For example, four separate half-page advertisers of the same project becomes a two-page spread bonus featuring your collaborators and highlighting each company's role in the project. Please see half-page vertical, full-page, and two-page spread examples on the back of this page for examples. Or, if you prefer, you may double your half-page ad into a full page, or double your full-page ad into a two-page spread as your design bonus instead of the project feature.

People visiting, moving, buying, and building here regularly pick up our magazine, and our readers and advertisers rave about every issue, noting the value of *TREND* as an invaluable resource of ideas and information.

***TRENDS*source materials due: August 20, 2018**

Press-ready ads for *TREND* Fall issue due: no later than August 28, 2018

***TREND* Fall 2018 Issue distributed: September 28, 2018 – April 2019**

The photography you provide for your project should be sent to us no later than August 20, 2018.

To make inquiries or reserve your space, please contact your sales representative:

Cynthia Canyon, 505-470-6442, santafetrend@gmail.com

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

Kammi Matson, 907-399-5264, production@santafetrend.com

Skip Whitson, 505-660-0704, info@sunbooks.com

TRENDSOURCE DESIGN PROFILE

TRENDSource is an eye-catching bonus section that features products and services from home furnishings, design, and building advertisers, and positions these advertisers as respected and reliable sources of creative design, superb craftsmanship, and stellar merchandise. When you purchase a half-page (or larger) ad in two consecutive issues, we include your business in this bonus.



THE Hogan Group

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994 Old Pecos Trail, Santa Fe
505.470.3140 | hogangroupinc.com



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1925 Rosina Street, Suite B, Santa Fe
505.982.9699 | fabuwallous.com

ADVERTISMENT

Luz del Dia

HUNTER-JOHNSON RESIDENCE | SANTA FE

TIERRA CONCEPTS, INC | STUDIO DIONISI INC.

Marsha Hunter and Brian Johnson first met as aspiring opera singers. They wanted their new home's indoor-outdoor living space to double as a recital hall for unamplified music performances, so Tierra Concepts and Studio Dionisi enlisted the expertise of a professional acoustic consultant. Along with birch acoustic ceiling panels, proportions of the walnut, ephorad, and mud plaster surfaces were carefully balanced to amplify, soften, and distribute sound. In addition, the homeowners can "tune" the room by adjusting three of the four walls, providing flexibility for the needs of singers, musicians, and audiences. Heavy drapes and sliding steel and wood panels open or close, while glass pocket doors that constitute two full walls expand the space even more. When the glass doors are hidden away, the indoor-outdoor room incorporates a Zen courtyard in one direction while in the other direction, beyond the grand piano, are stunning Sangre de Cristo views.

1512 Pacheco St., Suite D206, Santa Fe | 505.780.1157 | tierraconceptsantafe.com
727 Galisteo St. #3, Santa Fe | 505.690.2372 | stephendbell.com

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Half-page bonus (80 words)

Half-page bonus (80 words)

Full-page bonus (100 words)

ADVERTISMENT

Luz del Dia

HUNTER-JOHNSON RESIDENCE | SANTA FE

ANNIE O'CARROLL INTERIOR DESIGN | KITCHEN DIMENSIONS

As interior designer for Marsha and Brian's home, Annie O'Carroll played the key role of pulling together its various finishes. Working with natural, eco-friendly materials, from paint to wood to mud, she crafted a strong palette of colors and textures that provide calming backdrops, allowing the home's special qualities to shine. In the kitchen, a fuchsia island draws attention to the center of the room, while the paler-hued prep counter and outdoor furniture connect indoor and outdoor spaces. Joan Vele of Kitchen Dimensions creatively arranged the kitchen's layout to be functional and beautiful, applying skills that have served countless homeowners, contractors, designers, and architects in her more than 25 years as a cabinet designer and installer. Here, food storage and small appliances are tucked away behind walnut doors, handy for use but out of view.

1512 Pacheco St., Suite A104, Santa Fe | 505.983.7055 | annieocarroll.com
150 S. St. Francis Dr., Santa Fe | 505.986.8820 | kitchdim.com

WENDY KACZMAREN

Builder: Tierra Concepts, Inc.
Designer: Stephen Bell of Studio Dionisi Inc.
Interior designer: Annie O'Carroll Interiors
Landscape architect: Kenneth Francis of Surroundings
Acoustic consultant: Felicia Doggett of Metropolitan Acoustics
Cabinet designer and supplier: Joan Vele of Kitchen Dimensions

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Two-page bonus (100 words)