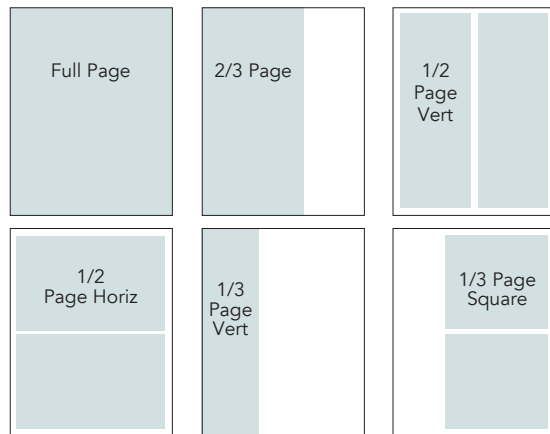


MECHANICAL SPECIFICATIONS

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. 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 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:

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.

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 505-702-8594 or trendjeanne@gmail.com for information and pricing.

TREND

ART+DESIGN+ARCHITECTURE+CUISINE

SPACE RESERVATIONS AND DEADLINES

Trend - Fall/Winter 2019/Spring 2020

Magazine space reservation and advertorial materials due **August 12, 2019**

Press-ready ads due **no later than August 15, 2019**

Issue distributed September 2019 – May 2020

Trend - Summer 2020

Magazine space reservation and *Trend* designer bonus materials due **April 25, 2020**

Press-ready ads due **no later than April 30, 2020**

Issue distributed mid June 2020 – September 2020

SALES REPRESENTATIVES

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

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

Mara Leader
505-670-1056 mara@maraleader.com

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

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

Over 20 years of publishing excellence
Style and content that inspire



ADVERTISE

FALL 2019–SPRING 2020 V20#2
AND SUMMER 2020 V21#1 ISSUES

505-988-5007
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 two times a year, and copies are available throughout New Mexico and nationwide through subscription.
- *Trend Fall/Winter 2019/Spring 2020*, late September 2019 – May 2020, with a distribution of 20,000 copies.
- *Trend Summer Magazine 2020*, mid June 2020 – September 2019, with a distribution of 20,000 copies.
- *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.

40,000 copies are distributed annually (Summer and Fall/Winter/Spring issues). 4,000 are distributed at national newsstands and mailed to subscribers in the US 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	2X rate
Full Page	\$3,000	\$2,500
2/3 Page	\$2,250	\$2,000
1/2 Page	\$2,000	\$1,750
1/3 Page	\$1,750	\$1,500
Page One	\$4,000	\$3,500
Inside Front Cover	\$5,000	\$4,500
Inside Back Cover	\$4,000	\$3,500
Back Cover	\$6,000	\$5,500
Two-page Spread	\$5,500	\$4,500

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. 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

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.

Advertisers receive a 5% discount for prepayment of 2x annual contracts.

BONUS SECTIONS

Architects, builders, designers, and real estate clients that buy a two-page ad spread on a specific project at the \$6,000 1x rate or \$5,500 2x rate will receive a gift page to show their project in *Trend* more comprehensively. A two-page spread becomes a three-page spread at no additional cost. Camera-ready ads are required, or *Trend* can design these pages for you at an additional cost of \$500. You provide logos, photo, text, and directions.

The Summer 21st Anniversary 2020 issue will continue with the *Trend* Artist Gallery section. Artists and their galleries can buy a page in the artist gallery section at \$1,000.00 when you purchase a full-page ad at \$3,000 1x or \$2,500 on a 2x annual contract. A two-page artist section spread costs \$2000 when you purchase a two-page spread ad at \$4500 1x or \$4,000 on a 2x annual contract. Artist Gallery pages can also be purchased without an ad buy at \$2,000.00 per page.

Summer and Fall/Winter/Spring issues feature artist and restaurant advertorials. A full page costs \$3,500, while a two-page ad is \$6,000. Prices include photography and production. These pages must follow the format shown in the current issue.

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 505-702-8594 or 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 an official *Trend* writer at no additional charge. (Please reference the format layout). Copy provided by advertisers will undergo editing by the *Trend* editorial staff as necessary. All *Trend* advertorials are identified with an "advertisement" header at the top of each page.