

EDITORIAL CALENDAR

Covering society, philanthropy and lifestyles in Arizona since 1982.



The following is a general outline of Trends' editorial calendar. Editorial submissions are welcome, but content is at the discretion of the editor. Changes in editorial may also be due to Trends' space restrictions.

January

- Gala Coverage Full Swing
- Desert Foundation Ball Coverage
- Home Trends
- Trendspotting
- The Look of Trends in Fashion
- Bestselling Book Review
- Trending

February

- Fresh Start Gala Coverage
- Barrett-Jackson Coverage
- Barrow Ball Coverage
- Celebrity Inner-Views
- Bestselling Book Review
- Event Coverage
- Trendspotting
- Trending

March

- Honor Ball Coverage
- Beach Ball Coverage
- Trendspotting
- Gala Coverage
- Modernism Week
- Spring Fashion Poolside
- Trending
- Bestselling Book Review

April

- Celebrity Fight Night Coverage
- Travel the World
- Board of Visitors Coverage
- Summer Reading
- Celebrity Inner-Views
- Trendspotting
- The Wow Factor

Summer

- Crimes Against High Society
- Travel the World
- Summer Reading
- Celebrity Inner-Views
- Trendspotting
- The Wow Factor
- Fabulous Phoenician Bio
- Trendsetter Bios
- Season Close

October

- Welcome Back Issue
- Heart Ball Gala Preview
- Celebrity Inner-Views
- The Wow Factor
- Trendspotting
- Bestselling Book Reviews
- Charity Spotlights
- Crimes Against High Society

November

- Fabulous Phoenician Tributes
- Trendsetter Tributes
- Jewelry for a Season
- Crimes Against High Society
- Cruise the World
- Bestselling Book Reviews
- Trending
- Trendspotting
- Celebrity Inner-Views

December

- Heart Ball Coverage
- Furs for a New Season
- Trending
- Celebrity Inner-Views
- Trendspotting
- Bestselling Book Review

As always, you can expect to see premier social coverage in every issue of Trends.



SALES #1
480.276.2282

5150 E. Orchid Lane • Paradise Valley, AZ 85253
www.trendspublishing.com • editor@trendspublishing.com • bdougherty@trendspublishing.com

Production Charges

Ad production charges apply. Call for details.

Sizes

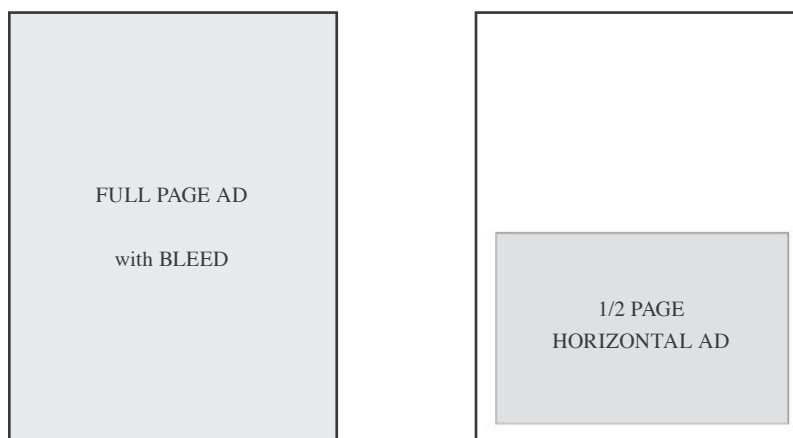
AD SIZE

Full Page Trim	Trim: 8.375" wide x 10.875" high
Full Page with Bleed	Bleed (allowing 1/8 inch all around): 8.625" wide x 11.125" high
Full Page with white .5" margin	7.375" wide x 9.875" high
1/2 Page – Horizontal	7.385" wide x 4.835" high

Note: Unless indicated, all advert sizes are non-bleed ads.

WEB BANNERS

Wide Slider Banner	946 wide x 240 pixels tall
Square Tile Banner	300 wide x 250 pixels tall



Electronic Specs

TRENDS is printed on coated stock

PDF Hi-res (Minimum 300dpi) PDF files only. Please be sure the file is distilled as print quality. PDF files up to 8MB are acceptable by email. All others must be sent with download direct link

RICH BLACK Please build your Rich Black with C20 M20 Y20 K100

UNACCEPTABLE Microsoft Word, Publisher and Corel Draw files are not accepted.

E-MAIL steph@sweetdesignsaz.com

QUESTIONS Please call 480.837.3688 if problems or questions.

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RATE CARD & DEADLINES

Covering society, philanthropy and lifestyles in Arizona since 1982.



Rates

SIZE	1x	3x	6x
Full Page	\$3,000	\$2,500	\$2,200
Half Page	\$2,000	\$1,700	\$1,500
Two-Page Spread	\$5,700	\$5,200	\$4,700
Back Cover	\$4,200	\$3,700	\$3,500
Inside Back and Inside Front	\$3,700	\$2,900	\$2,400

Trends Platinum Package \$10,000

One magazine cover and five additional inside pages of editorial, society photos, retrospectives and Inner-Views.

**No political or religious content please.*

Charity Spotlight

Full page \$1,000 per issue

Banner Ads

Banner Ad on Home Page \$1,000 per month

Chatter Ads

Trends Chatter Ad \$2,000 per chatter

Note: Rates are non-commissionable net. First-time advertisers must pay in advance by materials deadline. Sales tax of 1.65 percent is additional. 3x and 6x contracts must be used within one calendar year. Rates may change based on availability.

Production Charges

Ad production charges apply. Call for details.

Deadlines

Please call our Sales Manager at 480.276.2282 for additional information

Issue	Space Reservation	Ad Deadline	Issue Available
January	December 5	December 15	January 8
February	January 6	January 17	February 9
March	February 5	February 16	March 8
April	March 5	March 15	April 5
Summer	April 5	April 17	May 10
October	August 5	September 15	October 6
November	October 5	October 17	November 10
December	November 7	November 16	December 8

**Dates are subject to minor changes.*

CANCELLATION POLICY: Cancellations must be received in writing 30 days prior to closing date for space.



Magazine Publishers of America

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Silver Package

Cover only – goes to 34,000 subscribers (blankets 85253 zip code) in affluent zip codes and targeted neighborhoods; additional copies available at high-end AJ's locations for pick up

Cost: \$10,000 | Value: \$40,000

OPTION: INSIDE FEATURE STORY

- Inside pages dedicated to a particular topic, such as branded amenities at Silver Sky, interviews with architects and other team members, renderings, etc.
- Offered as editorial to readers
- Not marked as advertising, sponsored or advertorial
- Four total are available
- QR code to be included

Cost: \$1,000 per page | Value: \$15,000 per page



OPTION: DIGITAL PACKAGE

Trends offers something no one else in town has: a major personality behind it, Bill Dougherty.

Publisher Bill Dougherty is considered one of the top luxury Valley influencers; Jerry Bisgrove said he was the most powerful man in the state since people look to him as the arbiter of fine taste in all things affluent (dining, charity events, cars, homes, décor, style, who's who, luxury gift items, etc.); testimonials on the Trends site from influential and affluent people reflect his excellent reputation and ability to reach people through all aspects of Trends and attendance at key events.

INCLUDES:

- A dedicated Trends Chatter email blast to the Trends subscription list of 34,000 (open rate of 43%, extremely high by any measurement); hyperlink to Silver Sky info included
- Four posts by Bill on his personal Facebook (5,000 friends, spread out over several months (could be related to various development and construction milestones, Silver Sky homeowner profiles, branded amenity highlights, etc.)
- Six posts by Bill on his personal Instagram (2,500 followers and growing), spread out over several months (Silver Sky will have lots of excellent visuals, perfect for Instagram)
- Six posts on the Trends Magazine Instagram and Facebook profiles (2,700 and 3,300, respectively) over several months
- Valley influencer McKenna Wesley creates TikTok videos which are available on Trends' and Bill's TikTok channels; this package includes four TikTok videos over several months
- Banner ad on the Trends Magazine site for six months (www.trendspublishing.com); hyperlink to Silver Sky info included
- This package provides major SEO

Cost: \$3,500 | Value: \$25,000

READER PROFILE

Covering society, philanthropy and lifestyles in Arizona since 1982.



Trends reaches the people who matter. If you want to attract the most active, affluent audience in the Valley, you will not find a more responsive, able, or devoted group than our readers. Trends has been published for over two decades and continues to captivate those who enjoy the best that life has to offer – Beauty, Design, Fashion, Food and Style. Trends also provides the most exclusive Society Coverage.

Market Value of Home

- \$1.5 Million to \$3 Million 35%
- \$3.5 Million to \$4 Million 38%
- \$5 Million and Greater 27%

Cars

- 82% of households have a luxury car
- 73% of households have a foreign car
- 36% of households have a domestic car
(adds up to over 100% due to multiple vehicles per household)

Dining Out

- 47% dine out 20+ times per month
- 34% dine out 10+ times per month
- 17% dine out 4+ times per month
- 2% dine out less than 4 times per month

Charity Events

- 38% attend 10+ events per year
- 33% attend 5-9 events per year
- 25% attend 1-4 events per year
- 4% do not attend events

Travel

- 35% travel abroad annually
- 31% travel 6+ times per year
- 31% travel domestically 3-5 times per year
- 10% travel domestically 1 time per year
- 1% do not travel

Summer

- 50% spend the majority of summer in a second home
- 34% Spend majority of summer in the Valley
- 16% split their time between the Valley and second home

Private Clubs

- 46% belong to country clubs
- 34% belong to racquet clubs
- 6% belong to business clubs
- 14% do not belong to clubs

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MULTIMEDIA AT A GLANCE/DISTRIBUTION

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Trends is published 8 times a year, October through May, and is sent by direct mail to more than 24,300 of the most elite homes and businesses in the Valley.

Total Readership

35,000

Print Circulation

32,400

Trends Chatter (Season)

24,000

Social Media

Facebook, Twitter, E-newsletters,
Pinterest, LinkedIn, TikTok

Distribution Areas

Scottsdale	18%
Phoenix	17%
Paradise Valley	65%

Household Income

Average \$800,000	52%
\$300,000 - \$500,000	30%
\$100,000 - \$200,000	20%

Age

Under 30	14%
30s	21%
40s	39%
50s	26%

Gender

90% of households have female readers
70% of households have male readers

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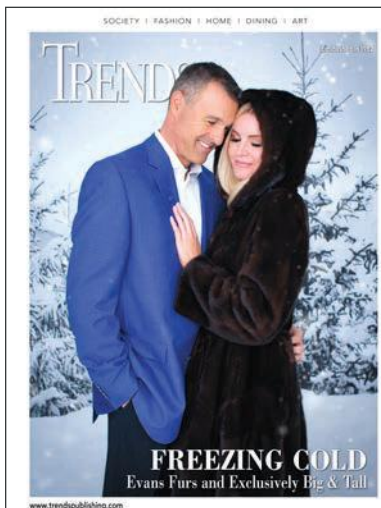
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MISSION

Covering society, philanthropy and lifestyles in Arizona since 1982.



Trends is the oldest, continuously published society, philanthropy and lifestyle publication in Arizona. Its graceful evolution has always stayed true to its original mission – to entertain and inform the Valley's affluent readers. Trends embodies the lifestyles and tastes of this consumer group and covers all topics of relevance to them, through the discriminating eye of luxury. From fashion and architecture, to philanthropy, culture, and where they shop and dine, our readers seek only the finest. They have earned the benefit of choice, and trust our publication to steer them to superior levels of quality, style and integrity.



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