



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/May

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

October

- Welcome Back Issue
- Fabulous Phoenician Bio
- Trendsetter Bios
- Celebrity Inner-Views
- The Wow Factor
- Trendspotting
- Bestselling Book Reviews
- Charity Spotlights
- Crimes Against High Society

November

- Heart Ball Gala Preview
- 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.



PHONE

(480) 990-9007

5150 E. Orchid Lane • Paradise Valley, AZ 85253

www.trendspublishing.com • editor@trendspublishing.com • bdougherty@trendspublishing.com



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

- \$900,000 to \$1.5 Million 35%
- \$2 Million to \$3.5 Million 38%
- \$4 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

Covering society, philanthropy and lifestyles in Arizona since 1982.



Trends is published 7 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

29,000

Print Circulation

24,300

Trends Chatter (Season)

24,000

Social Media

Facebook, Twitter, E-newsletters, Pinterest, LinkedIn

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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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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Production Charges

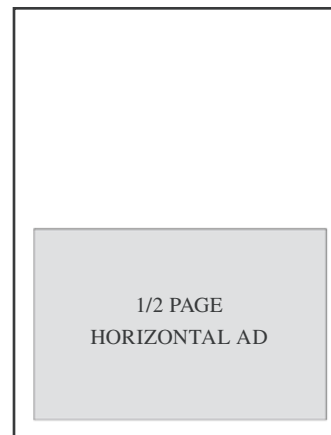
Ad production charges apply. Call for details.

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.



Electronic Specs

TRENDS is printed on coated stock

INDESIGN Export as a high res (print quality) pdf (include bleeds for full pages)

PHOTOSHOP JPG (highest resolution). No layered Photoshop files please. Convert RGB files to CMYK for color output; 300 DPI or greater.

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

E-MAIL steph@sweetdesignsaz.com (Please send your Advertising Representative a hard copy of the ad or a low res pdf so we can match your digital file.)

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

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

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.



Color 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	3,200
Inside Back	3,700	2,900	2,400
Inside Front	3,700	2,900	2,400

Banner Ads

Banner Ad on Home Page \$200 per month

Chatter Ads

Trends Chatter Ad \$50 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 4	December 19	January 5
February	January 10	January 25	February 5
March	February 10	February 25	March 10
April/May	March 5	March 15	April 7
October	August 10	September 25	October 10
November	October 10	October 18	November 7
December	November 8	November 17	December 5

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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