

HISTORIC DOWNTOWNS

Get a taste for the labor of love that goes into preserving historic towns and cities across the United States. Whether you're sipping a cocktail at a rooftop bar, exploring stores on a riverside main street, or attending your favorite summer festival, you won't just be experiencing history—you'll be making it.

CECIL COUNTY
Located on I-95 between Baltimore & Philadelphia, Charming historic towns, picturesque farmland, and 200 miles of shoreline. Beautiful state parks, antiques, specialty shops, farm attractions, and fabulous local destinations. Award-winning local restaurants, wineries, chocolate, baked goods, farm-to-table eateries, and homemade ice cream on the farm. WWW.CECIL.ORG

HARFORD COUNTY
Chosen by Smithsonian magazine as one of the "best small towns to visit in 2014," Havre de Grace offers beautiful National Scenic Trails and stunning views along our promenade make this a trip worth taking! WWW.VISITHARFORD.COM

ST. CHARLES, MISSOURI
Historic South Main Street in Saint Charles, MO. Courtesy St. Charles Civic Center. MO's cultural scene is one among the country's best for small towns. Courtesy Talbot County, MD. Lighthouse in Harford County, MD. Courtesy Harford County.

From top: Bardonia, NY is the "Bourbon Capital of the World." Courtesy Bardonia. From top: Bardonia, NY is the "Bourbon Capital of the World." Courtesy Bardonia. From top: Bardonia, NY is the "Bourbon Capital of the World." Courtesy Bardonia.

BONUS!
EACH SPECIAL SECTION WILL BE FEATURED ON SavingPlaces.org

Share the story of your historic downtown

America's towns and cities are filled with historic neighborhoods, streets, monuments, and parks that shed light on our nation's historic past. Experiencing them directly is one of the best ways to learn about the value and joy of our collective history.

The National Trust's Main Street Center is instrumental in the revitalization of historic town centers across the country. *Preservation* magazine highlights a variety of these historic destinations in each issue. Share the story of your historic community with an audience that has a passion for exploring.

PRESERVATION READERS ARE ENTHUSIASTIC SUPPORTERS OF HISTORIC DESTINATIONS*

76% have visited a historic city or town in the past two years

70% enjoy historic home and garden tours

56% enjoy cultural/heritage fairs

PRESERVATION AT A GLANCE

Circulation: 125,000

Readership: 300,000

Frequency: 4 times per year

Readership: Affluent, active, educated

Website: SavingPlaces.org

Turn over for specs

*Readex Research reader study, April 2014

CLOSING DATES**SUMMER 2020**

Closing:

May 13, 2020

Materials Due:

May 19, 2020

SPECS

Full page/no bleed

7.25" x 9.5"

Full page/bleed

8.75" x 10.75"

1/2 page

7.25" x 4.375"

1/3 page square

4.75" x 4.375"

1/6 page

2.25" x 4.375"



MATHEW GILSON

SPECIAL SECTIONS—RATES (GROSS) AND VALUE ADDED

Ad Size	Gross Rate	Advertorial	Photos	Reader Services	Online Guide
Full page	\$12,900	120 words	2	6 months	12 months
1/2 page	\$8,200	80 words	1-2	3 months	12 months
1/3 page square	\$5,900	60 words	1	3 months	12 months
1/6 page	\$2,800	45 words	1	3 months	12 months

*Special section full page ads run outside of section.

VALUE ADDED

FOR ALL

ADVERTISERS:

*Spotlight on**Advertisers direct
response program—
in print and online***MATERIAL SUBMISSION**Email: Advertising@savingplaces.orgSubmit Calendar Events: SavingPlaces.org/calendar