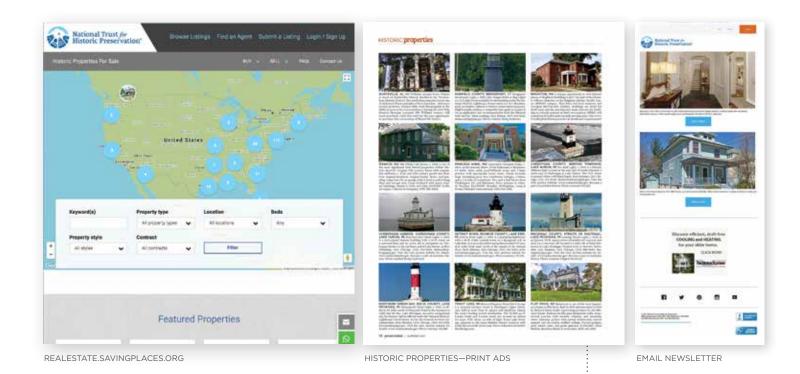
preservation



A nationwide audience for historic properties

Preservation magazine can help you promote your historic property listing to a national audience of historic home enthusiasts. We reach home buyers online through regular web posts, Facebook, Google Ads, and our popular monthly Historic Real Estate email newsletter.

READERSHIP*

300,000 Preservation magazine readers

30,000 visitors to historic properties website per month

75,000 subscribers to historic real estate email newletter

\$451,000 average value of readers' primary residence

8% own a primary residence valued at over \$1 million

\$1.53 million average household net worth

185,000 Facebook followers

35,000 Instagram followers

32,000 Twitter followers

to tell you how much I love your magazine! Because of it, we now own a building that was built by my great-

"I had to write

-Stephanie, Bremerton, WA

great-great-great-

great grandfather

continues

*Readex Research reader study, April 2014

in 1792."

preservation

HISTORIC REAL ESTATE—RATES AND SPECS

| Package | Туре | Opportunity | Dimensions | Rate |
|--|--------------------------------|--|--|-------|
| Print package | Print/Online | 1 issue, 4 months online | Photo + 70 words of text/ Unlimited copy + photos | \$425 |
| Basic | Online | 2 months | Unlimited copy + photos | \$60 |
| Featured | Online | 2 months— rotates on homepage | Unlimited copy + photos | \$100 |
| 6 Month Basic | Online | 6 months | Unlimited copy + photos | \$120 |
| Historic Real Estate email newsletter | Email 70,000 subscribers | 1 email newsletter, featured listing online 2 months | Photo + 40 words of text Unlimited copy + photos | \$600 |

MATERIAL SUBMISSION

ONLINE

Email: HistoricRealEstate@savingplaces.org Online listings: RealEstate.SavingPlaces.org



2020 DEADLINES

WINTER

Closing: Nov. 4, 2019 **Materials Due:** Nov. 12, 2019 In Home: Late Jan. 2020

SPRING

Closing: Feb. 17, 2020 **Materials Due:** Feb. 24, 2020 In Home: Mid-April 2020

SUMMER

Closing: May 18, 2020 Materials Due: May 27, 2020 In Home: Mid-July 2020

FALL

Closing: Aug. 19, 2020 **Materials Due:** Aug. 28, 2020 In Home: Mid-Oct. 2020

NEAL SANTOS