

TREASURES OF THE HISTORIC SOUTHEAST

Escape Northern cold, sleet, and snow for the milder climate of the American South this winter. Explore over 200 years of history at museums and historic homes, visit charming shops and restaurants off the beaten path, and find new ways to have outdoor fun at these unique towns and cities in the southeastern United States.

FLORIDA
Central Florida's Polk County is steeped in history and heritage. There is plenty to explore but one would be wise to begin in Bartow at the Polk County History Center. Inside, visitors can learn about Polk's early inhabitants and the cattle and citrus industries that sustained them, then map out further routes of discovery using Polk's History and Heritage Trail guides.

SOUTH CAROLINA
Discover our past as you explore Civil War battle sites and view plantation homes that still retain all the grace and charm of yesteryear. Tour graceful Allen and learn about its beginnings as a winter colony for wealthy northerners. Quench your thirst with water from the...

MISSISSIPPI
When history is rooted deeply in pop culture, a settlement predating 60 years is home to many well-preserved styles, dating to the late 1700s and early 1800s. On the Gulf Coast, take...

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

Reach active travelers with a passion for exploration

The Southeast is known for its idyllic beaches, mountain vistas, dynamic cities and charming main streets. The region hosted early colonial settlements, was home to several Founding Fathers, and includes major Civil War battlefields. *Preservation* magazine spotlights historic destinations across the Southeast with the "Treasures of the Historic Southeast" advertising section, promoting travel and heritage tourism in the Southeast.

READERSHIP*

- 62%** of Preservation readers have visited the South in the past three years
- 76%** have visited historic cities and towns in the last two years
- 73%** took day trips to historic sites in the past year
- 86%** visited museums in the last year

*Readex Research reader study, April 2014

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

CLOSING DATES**WINTER 2018****Closing:**

Oct. 31, 2018

Materials Due:

Nov. 7, 2018

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"



COURTESY HISTORIC HOTELS OF AMERICA

PRESERVATION MAGAZINE SPECIAL SECTION RATES (GROSS)

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

*Special section full page ads run outside of section

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Spotlight on
Advertisers direct
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in print and online**

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