

**PRESERVATION
AT A GLANCE**

Circulation: 125,000

Readership: 300,000

Frequency: 4 times
per year

Readership: Affluent,
active, educated

Website:
SavingPlaces.org

*“Preservation
magazine is
such a good
fit for us, so
we’re glad to
continue the
relationship.”*

—Fallingwater



CLIFFORD PICKETT

Preservation readers have a passion for heritage travel

Preservation readers have a passion for heritage travel and turn to the magazine to learn about historic sites and travel destinations.

Preservation magazine features a variety of travel destinations in every issue, highlighting the best historical places to visit from Hawaii to Texas to Vermont.

IN THE LAST YEAR*:

87% of readers traveled in the United States

85% visited museums

79% toured historic homes and gardens

78% visited historic cities/towns

73% took day trips to historic sites

*Readex Research reader
study, April 2014

Turn over for specs



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Ad	1x	2x	4x
Print Only	\$1,500	\$1,400	\$1,300
Print ad/Email ad* (list of 225,000)	\$1,900 <i>10% savings</i>	\$1,750 <i>12% savings</i>	\$1,600 <i>20% savings</i>

*Please check for availability of email newsletter.

TRAVEL DIRECTORY—PRESERVATION MAGAZINE DEADLINES

Issue	Close	Materials Due	Mailed
Winter	Nov. 4, 2019	Nov. 12, 2019	Late January
Spring	Feb. 17, 2020	Feb. 24, 2020	Mid-April
Summer	May 18, 2020	May 27, 2020	Mid-July
Fall	Aug. 19, 2020	Aug. 28, 2020	Mid-October

MATERIAL SUBMISSION

Email: Advertising@savingplaces.org

Submit Calendar Events: SavingPlaces.org/calendar

AD SPECS

Print Ad
2.25" x 4"

Banner Ad
300 x 250 pixels

**VALUE ADDED
FOR ALL
ADVERTISERS:
Spotlight on
Advertisers direct
response program—
in print and online**