

HERITAGE DESTINATIONS

You'll know that spring has arrived when you visit these historic places. Stroll through quaint downtowns under the shade of blossoming trees, peek inside quirky boutiques, or grab a bite to eat at a beautiful old restaurant. If you'd rather find wide open spaces this season, take a walk down a heritage trail or head to a serene historic site surrounded by miles of green.

FLORIDA
Polk County is steeped in history. There is plenty to see and do in the heart of the state. Visitors can learn about the area's citrus history, its role in the Civil War, and its connection to the state's early settlers. The county is also home to the historic 1908 building that served as the area's first courthouse.

ILLINOIS
OAK PARK
Just 8 miles west of downtown Chicago, Oak Park is a historic town with a rich heritage. Home to the world's largest collection of Frank Lloyd Wright designs, Oak Park is a must-visit for anyone interested in architecture. The town is also home to the historic 1908 building that served as the area's first courthouse.

QUINCY
Quincy is a historic town with a rich heritage. Home to the world's largest collection of Frank Lloyd Wright designs, Quincy is a must-visit for anyone interested in architecture. The town is also home to the historic 1908 building that served as the area's first courthouse.

HARRODSBURG, KENTUCKY
Experience the coolest place in history!

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

Readers have come to count on *Preservation*

The story of America is rooted in place. *Preservation* readers seek out the sweeping landscapes, awe-inspiring architecture, and character-rich communities that harbor our history and tell the tales of our ancestors as they explored and built this great nation. Readers have come to rely on *Preservation* as a source of inspiration as they make plans to visit historic places across the country.

OUR READERS TURN TO *PRESERVATION* WHEN MAKING THEIR TRAVEL PLANS*

79% read *Preservation* to learn about historic sites and travel ideas

76% visited historic cities or towns in the last two years

Readers spend more than 12 nights in a hotel each year

Annual spending on vacations in a year is \$7,780

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**SPRING 2020**

Closing:

Feb. 11, 2020

Materials Due:

Feb. 18, 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"



RYAN KURTZ

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