SPECIAL SECTION HERITAGE DESTINATIONS

preservation



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 characterrich 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

preservation

CLOSING DATES

SPRING 2020 Closing: Feb. 11, 2020 **Materials Due:** Feb. 18, 2020

SPECS

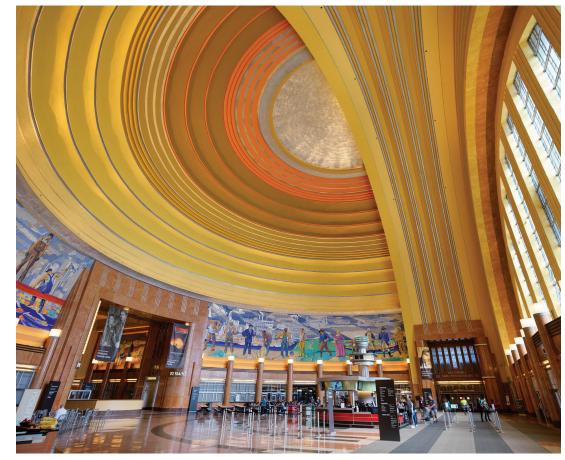
Full page/no bleed 7.25" x 9.5"

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.org Submit Calendar Events: SavingPlaces.org/calendar