

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  
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.

**MISSISSIPPI**  
When history is rooted deeply in pop culture, it's hard to ignore. Mississippi is home to many well-preserved historic sites, dating to the late 1700s and early 1800s. On the Gulf Coast, take

**SOUTH CAROLINA**  
THOROUGHbred COUNTRY  
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 Aden and learn about its beginnings as a winter colony for wealthy northerners. Quench your thirst with water from the

**MISSISSIPPI**  
It's not all moonlight and magnolias in Mississippi. We are the cradle, the complex place where rock and roll was born and the civil rights movement was sparked. A land fertile with imagination, here you can experience the roots of American pop culture in state-of-the-art museums. Our historic homes

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

## Reach active travelers with a passion for exploration

Each region of the country provides a unique reason to visit. Beaches, battlefields, and numerous historic sites characterize the Southeast, while the New England and the mid-Atlantic area tell stories of early settlements in coastal areas and are dotted with historic communities. Moving west, discover revitalized industrial areas that are providing a home for new downtowns and a thriving arts and culture movement. This collection of great escapes will inspire readers to experience something new in 2020.

### READERSHIP\*

- 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 2021****Closing:**

Nov. 4, 2020

**Materials Due:**

Nov. 10, 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"



JAIME MARTORANO

**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](mailto:Advertising@savingplaces.org)Submit Calendar Events: [SavingPlaces.org/calendar](https://SavingPlaces.org/calendar)