

PEOPLE **SAVING** PLACES

preservation

The magazine of the National Trust for Historic Preservation





Our readers LOVE what we do.

Preservation is the magazine for people who love historic places. Each issue spotlights sites that have shaped the American identity, and the people working tirelessly to protect them. Thought-provoking narratives and brilliant photography celebrate historic places of all kinds—from houses, train depots, and theaters to battlefields, national parks, heritage travel destinations, and main streets.

THE MAGAZINE AT A GLANCE

Circulation: 125,000
Readership: 300,000
Frequency: 4 times per year
Readers: Affluent, active, educated
Website: SavingPlaces.org

“Let me assure you that when I get the magazine out of our mailbox I sit down and read it from cover to cover and then I let my wife read it (which she does).”

—Ron, Southern Indiana

Preservation Magazine 2600 Virginia Avenue NW | Suite 1100 | Washington, DC 20037
Phone: 202.588.6233 **Email:** Advertising@savingplaces.org
Website: SavingPlaces.org/advertise

READERS TURN TO *PRESERVATION*:*

79% learn about historic sites and travel ideas

75% read about significant preservation projects

78% read about places that are threatened or saved

*Readex Research reader study, April 2014

**NATIONAL TRUST
MEMBERSHIP
BENEFITS**

Subscription to
Preservation magazine

Discounted admission
at National Trust
Historic Sites and
up to 150 Distinctive
Destinations

Travel discounts at
Historic Hotels of
America member
properties

The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places.

MAJOR INITIATIVES OF THE NATIONAL TRUST INCLUDE:

National Treasures: a portfolio of more than 50 historic places the Trust is taking action to save.

- 57 active National Treasure campaigns, 37 have become stabilized—only two have been lost;
- Current campaigns include Route 66, the South Side Community Art Center in Chicago, and Nina Simone's childhood home in NC.

African American Cultural Heritage Action Fund: Launched in 2017, the Fund is part of a multi-year campaign to draw attention to the remarkable stories that evoke centuries of African American activism and achievement, and to tell our nation's full story.



Historic Sites: 27 historic sites open to the public, encompassing nearly 1,000 years of human history, welcome more than 1,000,000 visitors each year.

America's 11 Most Endangered Historic Places: For 31 years, the National Trust has used its list of America's 11 Most Endangered Historic Places to raise awareness about the threats facing some of the nation's greatest treasures. The list, which has identified almost 300 sites to date, has been so successful in galvanizing preservation efforts that only a handful of sites have been lost.

Hands-On Preservation Experience (HOPE) Crew: Since launching in 2014, the HOPE Crew program has engaged 700 corps members (youth and veteran) who have spent 120,000 hours completing 150 projects across the country. HOPE Crews have supported \$18 million in restoration and repairs at National Parks including Fort Monroe National Park in Hampton, VA; Painted Desert Community Complex in Arizona, and Fort Wayne in Detroit.

*“I think highly of **Preservation** magazine and it is the chief reason I continue to belong to the National Trust.”*

—Preservation Reader

*Readex Research reader study,
April 2014*



**REGULAR
DEPARTMENTS****Past, Present, Future**

short stories about people saving places, facts and quotes, timelines, and more

Transitions

places saved, restored, threatened, or lost

At Home

a regular story about restoration projects in historic homes

Itinerary

a selection of historic places to visit across the country

Outside the Box

stories about a landscape, bridge, or public art

This Place Matters

a reader submitted photo from our online #ThisPlaceMatters campaign with a description of the place

*“The mix of articles in each issue is like taking a trip, which is very enjoyable.” —Preservation Reader**



Editorial Focus

In 2019, *Preservation* will address a wide range of preservation topics, from the conversion of unique older buildings into new uses, to National Trust efforts to protect and celebrate African American historic sites. In addition, each issue of the magazine will provide creative suggestions for new ways to experience a variety of historic places.

Feature stories this year will include “Forty under Forty”—40 of the coolest, quirkiest, most important, or most unusual places you know (or maybe you don’t know) under 40 years old. *Preservation* will also tell the story of a restored 300+ year old urban farmstead to a neighborhood community farm. This winter, follow us along Route 66 as we work to gain National Historic Trail designation for the storied road.

Note: All articles are subject to change.

Preservation Readership*

Readers	300,000
Circulation	125,000
Male	44%
Female	56%
Mean Age	64
College Graduates	84%
Retired	50%
Employed	45%
Household Net Worth	\$1.53 million
Value of Primary Residence	\$451,000
Average Household Income	\$153,000
National Trust Member	10+ years

MORE ABOUT OUR READERS:*

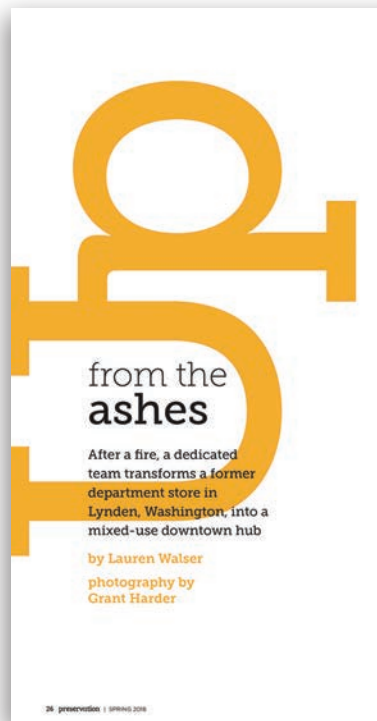
81% have read/looked through 3 of the last 4 issues

57% share their copies of *Preservation* with others

93% agree that *Preservation* is informative

93% own or use a computer, smart phone, or tablet

*Readex Research reader study, April 2014



“I’m a new member of the National Trust for Historic Preservation and am absolutely thrilled with *Preservation* magazine!” —Sheila, Titusville, FL

PLACES VISITED BY
OUR READERS:*

Museums	85%
Historic homes & gardens	79%
Historic cities/ towns	78%
Historic sites	72%
State/National Parks	64%

*Readex Research reader
study, April 2014

Preservation readers have a passion for travel.

Preservation readers look to the magazine to help them decide where to go on their next trip and which sites to visit.

TRAVEL OVER THE LAST 12 MONTHS*

87% of readers traveled in the United States

4.5 trips

12 nights spent in a hotel on average

\$7,780 total vacation spending

\$4,730 domestic vacation spending

79% of subscribers have a valid passport

*“I absolutely love this magazine. It inspires me
to travel to the places discussed in each issue.”*

—Preservation Reader



ELYSE BUTLER

Reach travel enthusiasts through channels that work best for your organization.

SPECIAL ADVERTISING SECTIONS

Sizes: full page*, 1/2 page, 1/3 page, 1/6 page
All ads include value-added copy and photos in the section.

- Treasures of the Historic Southeast (Winter)
- Heritage Destinations (Spring)
- America's Historic Downtowns (Summer)
- Weekend Getaways (Fall)

Rates: Start at \$2,800

*Full page ads run outside the section with copy/photos in the section

HISTORIC TRAVEL DIRECTORY

Featured in every issue, the directory highlights travel destinations with historic appeal.

Size: 1/6 page ad

Rate: \$1,500—discounts for multiple issues

HISTORIC HOTELS OF AMERICA

Ads include a photo, 40-50 words of text, and URL.

Size: 1/6 page ad

Rate: \$1,000—discounts for multiple issues

NATIONAL TRUST NEWS

Reach travelers in their email inbox. Banner in one mailing of the National Trust weekly email newsletter.

Banner Size: 300 x 250 pixels

Duration: 1 week

List size: 175,000

Rate: \$600



“I’m so glad there is a *Preservation* magazine! Historic places/buildings are one of my favorite things to experience when I travel. I especially love staying in historic hotels.”

—Preservation Reader*

*Readex Research reader study, April 2014

PasteFrame.com

2019 Preservation Magazine

Advertising@savingplaces.org | 202.588.6233



Engage with avid travelers.

Each issue of *Preservation* includes a special advertising section featuring copy and photos from our advertisers. Tell the story of your destination's unique offerings to an audience with a passion for travel.

WINTER 2019 Treasures of the Historic Southeast

From early settlements to major Civil War battlefields, beaches, and mountains to cities and charming main streets, the Southeast has much to offer. 62% of *Preservation* readers have visited the South in the past three years.

SPRING 2019 Heritage Destinations

Preservation serves as a source of inspiration as readers make their travel plans each year. *Preservation* readers spend 12 nights in a hotel each year and spend an average of \$7,780 on vacations annually.

SUMMER 2019 America's Historic Downtowns

Preservation readers enjoy historic home and garden tours (70%) and cultural/heritage fairs (56%). 76% have visited a historic city or town in the past two years.

FALL 2019 Weekend Getaways

Visiting historic sites is a national pastime. 73% of *Preservation* readers take day trips to historic sites each year and 79% turn to *Preservation* for travel ideas.

SPECIAL SECTIONS—RATES (GROSS) AND VALUE ADDED

Ad Size	Gross 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.

“Preservation magazine has been a great option for our market to attract visitors throughout the year. I was pleasantly surprised with the feedback we have received over the past year from their many loyal readers.”

—Annapolis and Anne Arundel CVB

2019 SPECIAL SECTION DEADLINES

WINTER

Closing:

Oct. 31, 2018

Materials Due:

Nov. 7, 2018

SPRING

Closing:

Feb. 11, 2019

Materials Due:

Feb. 19, 2019

SUMMER

Closing:

May 14, 2019

Materials Due:

May 21, 2019

FALL

Closing:

Aug. 12, 2019

Materials Due:

Aug. 16, 2019

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"

**PRESERVATION MAGAZINE AD RATES (GROSS)**

Ad	Size	1x	2x	4x
Display	Full page	\$10,800	\$9,300	\$8,000
	1/2 page	\$7,100	\$6,100	\$5,300
	1/3 page vertical	\$5,000	\$4,300	\$3,700
Cover	2	\$14,600	\$13,200	\$12,000
	3	\$12,800	\$11,500	\$9,600
Historic Travel Directory	1/6 page	\$1,500	\$1,400	\$1,300
Historic Hotels of America	1/6 page	\$1,000	\$950	\$900
Marketplace	1/3 page square	\$2,600	\$2,300	\$2,000
	1/6 page	\$1,400	\$1,200	\$1,100
	1/12 page	\$800	\$700	\$600
Historic Properties	1/12 page includes 4 months online	\$425		

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

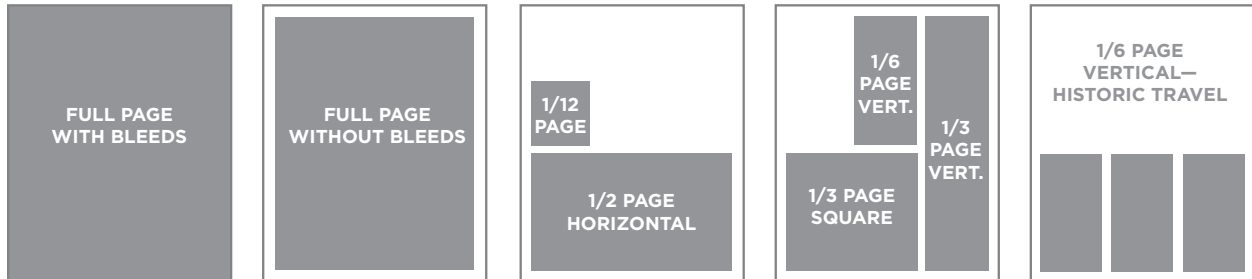
*Special section full page ads run outside of section

EMAIL ADVERTISING

Newsletter	List Size	Duration	Specifications	Rate
National Trust eNews (weekly)	175,000	1 week	300 x 250 pixels	\$600
Historic Properties for Sale (monthly)	75,000	1 month	300 x 250 pixels	\$600

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

PasteFrame.com



AD SPECIFICATIONS

Size	Width	Height
Full page (no bleed)	7.25"	9.5"
Full page (bleed)	8.75"	10.75"
1/2 page horizontal	7.25"	4.375"
1/3 page square	4.75"	4.375"
1/3 page vertical	2.25"	9.5"
1/6 page vertical*	2.25"	4.375"
1/12 page	2.25"	2.0625"
2 page spread—submit as two single pages	8.75"	10.75"
Historic Travel—1/6 page vertical*	2.25"	4"

*Please note the size difference between historic travel and the 1/6 page vertical

2019 DEADLINES

ISSUE	AD SPECIALS		MAGAZINE		Mailed
	Closing	Materials Due	Closing	Materials Due	
WINTER Southeast ad special	Oct. 31	Nov. 7	Nov. 5	Nov. 19	Late Jan.
SPRING Heritage Destinations ad special	Feb. 11	Feb. 19	Feb. 15	Feb. 25	Mid-April
SUMMER Historic Downtowns ad special	May 14	May 21	May 20	May 28	Mid-July
FALL Weekend Getaways ad special	Aug. 12	Aug. 16	Aug. 19	Aug. 26	Mid-Oct.

MATERIAL SUBMISSION

Debra Schwartzberg, Production Manager
Phone: 202.588.6069 | **Email:** DSchwartzberg@savingplaces.org
Web: SavingPlaces.org/advertise

PasteFrame.com

2019 Preservation Magazine

MECHANICAL REQUIREMENTS

Format: three columns

Press: web offset

Live matter: must stay 1/4" from trim all sides

Trim: 8.5"w x 10.5" h

Bleed: 8.75"x 10.75" adds 1/8" on all four sides

Binding: Perfect Bind

PRINTING: FOUR-COLOR PROCESS

Screen: 133-line preferred; 150-line maximum

Preferred Format: High resolution PDFx1a with all fonts and art embedded

Preparation: Ads must be set up for four color process printing in CMYK (no RGB or spot color elements). CMYK and grayscale art must be at least 300 dpi. Line art must be 600 dpi. Spreads must be submitted as two separate pages.

Proofs: A high-end digital color proof is recommended to ensure critical color matching on 4/C ads and must meet SWOP standards.

Advertising@savingplaces.org | 202.588.6233

TERMS AND CONDITIONS

1. **Agreement to Terms:** Submission of a signed insertion order for placement of an advertisement in *Preservation* constitutes the advertiser's acceptance and agreement to these Terms and Conditions. Provisions or conditions in an insertion order or other document that conflict with these Terms and Conditions are null and void. The magazine reserves the right to revise these Terms and Conditions at any time without prior notice. Terms and Conditions currently in effect will be available at www.SavingPlaces.org/advertise. The term "the magazine" means *Preservation* and the National Trust for Historic Preservation.
2. **Payments and Discounts:** Frequency discounts must be contracted in advance. Schedules not completed will be billed at the earned applicable rate. Discounts of 15% are available to recognized advertising agencies only. No agency discounts may be taken on production charges.
3. **Cancellation and Changes:** The magazine reserves the right to reject or cancel any advertisement or insertion order at any time and for any reason. If an order is canceled for a default in payment, then charges for all advertisements published as of the cancellation date shall be immediately due and payable. Advertisers may not cancel orders for, or make changes to, advertisements after the issue closing date. Claims for defects, damages, or shortages must be made by the customer in writing within a period of fifteen (15) days after the publication date.
4. **Limitation of Liability:** The magazine is not liable for any failure or delay in printing, publishing, or circulating any copies of *Preservation* caused by, or arising from, an act of God, accident, fire, strike, act of war, or other occurrence beyond the magazine's control. The magazine's liability for any error or omission for which it may be held legally responsible shall not exceed the cost of the advertisement affected by the error or omission. The magazine shall not be liable for any indirect, consequential, special, or incidental damages.
5. **Miscellaneous:**
 - a. Advertisers and their agencies jointly and severally represent and warrant that each advertisement submitted by them for publication in *Preservation* does not violate any law or infringe on the right of any party. Advertisers and their agencies jointly and severally agree to indemnify and hold the magazine harmless from and against any loss, liability, claim, damage, and related expense (including attorneys' fees) arising from the breach or alleged breach of the foregoing representations or warranties.
 - b. The magazine's acceptance of an advertisement for publication in *Preservation* does not constitute an endorsement of the product or service advertised.
 - c. Advertising is accepted for publication on the condition that the advertiser and agency shall not make any promotional reference to *Preservation* or the National Trust for Historic Preservation without prior written permission from the magazine, or pursuant to an existing separate written agreement.
 - d. The magazine reserves the right to include the word "advertisement" or the phrase "special advertising section" or other similar wording on any advertisements that, in the magazine's sole opinion, resemble editorial matter.
 - e. This agreement shall be governed by and construed in accordance with the laws of the District of Columbia without regard to its conflicts of laws provisions. Venue for any civil action or proceeding arising out of or related to this agreement shall be in the courts of the District of Columbia.
6. **Advertising Policy:** All advertising is subject to the magazine's approval in its sole discretion. The magazine is not responsible for errors in type set by *Preservation* including response codes, or for omission of an advertisement. In the event of an omission, the magazine will insert the omitted advertisement in a subsequent issue as advertiser's sole remedy. Positioning is not guaranteed unless confirmed in writing. Advertisers and agencies assume liability for all content of advertisements and assume responsibility for any claims arising therefrom made against the magazine or the National Trust. Rates are subject to change without notice.
7. **Ad Material Requirements:**

Preferred Format—High Resolution PDFx1a with all fonts and art embedded. Ads must be set up for 4/C process printing and saved out as a PDFx1a file. All images must be set to CMYK and at a high resolution (300 dpi for CMYK and grayscale images and 600 DPI for line art). Images should be placed at 100% to ensure better reproduction. RGB files are not acceptable. Crop and trim marks must be offset by 1/8" so that they do not extend into bleed or live area. Spreads must be submitted as two separate pages.

Proofs—A high-end digital color proof is recommended to ensure critical color matching on 4/C ads. Any furnished color proof must meet SWOP standards for a color-managed and maintained calibrated proofing system and must be printed from the supplied file. The advertiser will assume all responsibility for any variances from SWOP and ensuring that all content is correct and in place.

Acceptance—Advertisers submitting materials that do not meet our mechanical requirements will not be accepted.
8. **Submitting Ads:**

MAIL TO: Debra Schwartzberg, Production Manager
Preservation Advertising
2600 Virginia Avenue NW, Suite 1100
Washington, DC 20037
PHONE: (202) 588-6069
EMAIL: DSchwartzberg@savingplaces.org
WEB: SavingPlaces.org/advertise





“The readers of *Preservation* magazine are passionate and are inspired to travel to nearby and faraway places featured in the magazine. We know when there’s editorial or one of our ads in *Preservation* as our phones ring and readers arrive in our Welcome Center with their magazine in hand.”

—HOWARD COUNTY TOURISM & PROMOTION

DAVID KAHER

preservation

ADVERTISING CONTACTS

Director of Advertising

Abby Horrigan

Phone: 202.588.6233

Email: Ahorrigan@savingplaces.org

Production

Debra Schwartzberg

Phone: 202.588.6069

Email: Dschwartzberg@savingplaces.org

SALES REPRESENTATIVES

Northeast

Eric Lange

Phone: 781.642.0400

Email: Erklange@aim.com

South (AL/AR/FL/KY/LA/MS/NC/GA)

Dan Tomkiewicz

Phone: 770.640.1681

Email: Dtomkiewicz@earthlink.net

Mid-Atlantic / New York City

Susan Seifert

Phone: 410.377.3007

Email: Susan@seifertassociatesinc.com

Midwest

Robert Purdy

Phone: 630.665.5315

Email: Bob@robertpurdy.com

South (SC/TN/TX)

Scott Rickles

Phone: 770.664.4567

Email: Srickles@aol.com

West

Mike Walker

Phone: 213.896.9210

Email: Mike@rwwcompany.com

Preservation Magazine 2600 Virginia Avenue NW | Suite 1100 | Washington, DC 20037

Phone: 202.588.6233 Email: Advertising@savingplaces.org

Website: SavingPlaces.org/advertise

PasteFrame.com