A nationwide audience for historic properties

*Preservation* magazine can help you promote your historic property listing to a national audience of historic home enthusiasts. We reach home buyers online through regular web posts, Facebook, Google Ads, and our popular monthly Historic Real Estate email newsletter.

**READERSHIP**
- 300,000 *Preservation* magazine readers
- 30,000 visitors to historic properties website per month
- 75,000 subscribers to historic real estate email newsletter
- $451,000 average value of readers’ primary residence
- 8% own a primary residence valued at over $1 million
- $1.53 million average household net worth
- 185,000 Facebook followers
- 35,000 Instagram followers
- 32,000 Twitter followers

“*I had to write to tell you how much I love your magazine! Because of it, we now own a building that was built by my great-great-great-great grandfather in 1792.*”

—Stephanie, Bremerton, WA

*Readex Research reader study, April 2014*
### HISTORIC REAL ESTATE—RATES AND SPECS

<table>
<thead>
<tr>
<th>Package</th>
<th>Type</th>
<th>Opportunity</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print package</td>
<td>Print/Online</td>
<td>1 issue, 4 months online</td>
<td>Photo + 70 words of text/ Unlimited copy + photos</td>
<td>$425</td>
</tr>
<tr>
<td>Basic</td>
<td>Online</td>
<td>2 months</td>
<td>Unlimited copy + photos</td>
<td>$60</td>
</tr>
<tr>
<td>Featured</td>
<td>Online</td>
<td>2 months—rotates on homepage</td>
<td>Unlimited copy + photos</td>
<td>$100</td>
</tr>
<tr>
<td>6 Month Basic</td>
<td>Online</td>
<td>6 months</td>
<td>Unlimited copy + photos</td>
<td>$120</td>
</tr>
<tr>
<td>Historic Real Estate</td>
<td>Email 70,000</td>
<td>1 email newsletter, featured listing online</td>
<td>Photo + 40 words of text Unlimate copy + photos</td>
<td>$600</td>
</tr>
</tbody>
</table>

### MATERIAL SUBMISSION

Email: HistoricRealEstate@savingplaces.org  
Online listings: RealEstate.SavingPlaces.org

### 2020 DEADLINES

#### WINTER
Closing: Nov. 4, 2019  
Materials Due: Nov. 12, 2019  
In Home: Late Jan. 2020

#### SPRING
Closing: Feb. 17, 2020  
Materials Due: Feb. 24, 2020  
In Home: Mid-April 2020

#### SUMMER
Closing: May 18, 2020  
Materials Due: May 27, 2020  
In Home: Mid-July 2020

#### FALL
Closing: Aug. 19, 2020  
Materials Due: Aug. 28, 2020  
In Home: Mid-Oct. 2020