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

*B*Reader 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”

SPECIAL SECTIONS—RATES (GROSS) AND VALUE ADDED

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Gross Rate</th>
<th>Advertorial</th>
<th>Photos</th>
<th>Reader Services</th>
<th>Online Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$12,900</td>
<td>120 words</td>
<td>2</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$8,200</td>
<td>80 words</td>
<td>1-2</td>
<td>3 months</td>
<td>12 months</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>$5,900</td>
<td>60 words</td>
<td>1</td>
<td>3 months</td>
<td>12 months</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,800</td>
<td>45 words</td>
<td>1</td>
<td>3 months</td>
<td>12 months</td>
</tr>
</tbody>
</table>

*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