

HERITAGE DESTINATIONS

You'll know that spring has arrived when you visit these historic places. Stroll through quaint downtowns under the shade of blossoming trees, peek inside quirky boutiques, or grab a bite to eat at a beautiful old restaurant. If you'd rather find wide open spaces this season, take a walk down a heritage trail or head to a serene historic site surrounded by miles of green.

HERITAGE DESTINATIONS

ILLINOIS OAK PARK

Just 8 miles west of downtown Chicago, the Oak Park area is brimming with history. Home to the world's largest collection of Frank Lloyd Wright designs, Park boasts marvelous architectural landmarks, a vibrant culinary scene, and a welcoming atmosphere.

QUINCY

Acclaimed for incredible architecture, Quincy holds four National Register Historic Districts and offers visitors a self-guided Architectural Driving Tour of 15 city areas, as well as a quirky new driving tour "Quincy Off the Record, spotlighting 13 famous & infamous former area residents of intrigue."

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

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

*Readex Research reader study, April 2014

Turn over for specs

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*

PasteFrame.com

MATERIAL SUBMISSIONEmail: Advertising@savingplaces.orgSubmit Calendar Events: SavingPlaces.org/calendar