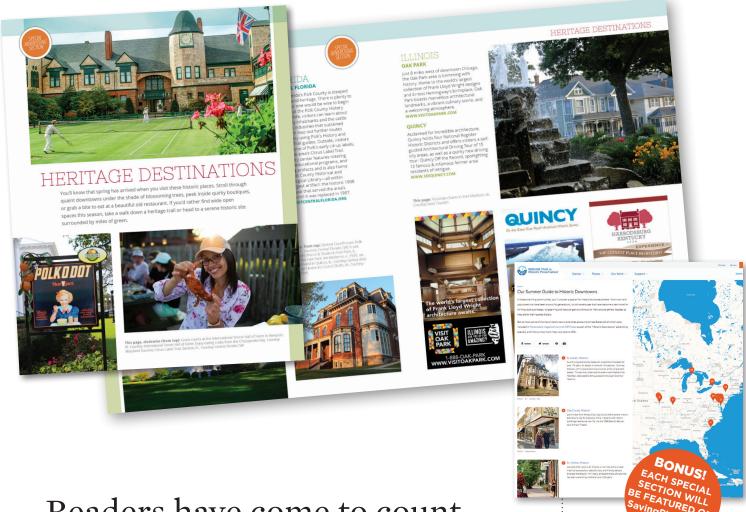
## preservation



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 characterrich 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

Turn over for specs

\*Readex Research reader study, April 2014

# preservation

#### **CLOSING DATES**

**SPRING 2020** 

Closing:

Feb. 11, 2020

**Materials Due:** 

Feb. 18, 2020

#### **SPECS**

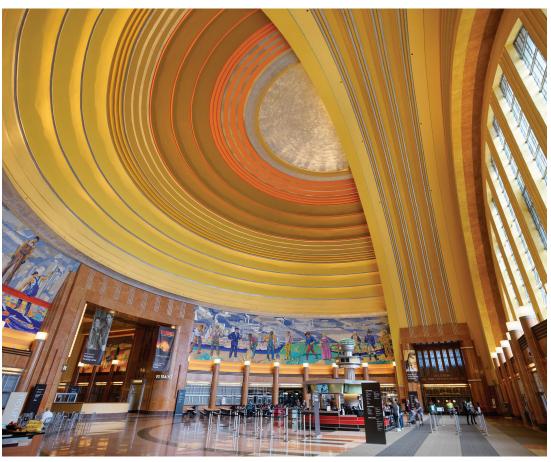
Full page/no bleed  $7.25" \times 9.5"$ 

Full page/bleed 8.75" x 10.75"

**1/2 page** 7.25" × 4.375"

**1/3 page square** 4.75" × 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

<sup>\*</sup>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

PasteFrame.com