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

**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

Preservation Magazine 2600 Virginia Avenue NW | Suite 1100 | Washington, DC 20037
Phone: 202.588.6029  Email: Advertising@savingplaces.org
Website: SavingPlaces.org/advertise

*Readex Research reader study, April 2014*
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. Current campaigns include Haight Ashbury in San Francisco and the National Mall Tidal Basin in Washington, D.C.

**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: Since 1988, 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 more than 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 hundreds of corps members (youth and veteran) who have spent more than 100,000 hours completing projects across the country. HOPE Crews have supported millions of dollars in restoration and repairs at sites across the country.

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

Editorial Focus

In 2020, 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 story topics for 2020 will include the restoration of Christ Church, an 18th-century church in Philadelphia that also serves as a community hub for one of the city’s oldest neighborhoods; the comeback of the Formosa Cafe, a classic Los Angeles watering hole and celebrity hangout; and the restored historic “ghost signs” on the brick buildings of a North Carolina town.

Note: All articles are subject to change.
Preservation Audience*

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readers</td>
<td>300,000</td>
</tr>
<tr>
<td>Circulation</td>
<td>125,000</td>
</tr>
<tr>
<td>Male</td>
<td>44%</td>
</tr>
<tr>
<td>Female</td>
<td>56%</td>
</tr>
<tr>
<td>Mean Age</td>
<td>64</td>
</tr>
<tr>
<td>College Graduates</td>
<td>84%</td>
</tr>
<tr>
<td>Retired</td>
<td>50%</td>
</tr>
<tr>
<td>Employed</td>
<td>45%</td>
</tr>
<tr>
<td>Household Net Worth</td>
<td>$1.53 million</td>
</tr>
<tr>
<td>Value of Primary Residence</td>
<td>$451,000</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$153,000</td>
</tr>
<tr>
<td>National Trust Member</td>
<td>10+ years</td>
</tr>
<tr>
<td>Facebook followers</td>
<td>185,000</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>35,000</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>32,000</td>
</tr>
</tbody>
</table>

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
HISTORIC TRAVEL

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

*Meadex Research reader study, April 2014

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
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, and an online Travel Guide.
• Great Escapes (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 ENEWS
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: 220,000
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*

*Reader Research reader study, April 2014
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 2020**
**Great Escapes**
From beaches and battlefields in the Southeast to historic main streets in the mid-Atlantic, Midwest architectural gems to western wide open spaces—this collection of great escapes will inspire readers to experience something new in 2020.

**SPRING 2020**
**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 2020**
**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 2020**
**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.
“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
**PRESERVATION MAGAZINE AD RATES (GROSS)**

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

**SPECIAL SECTIONS—RATES (GROSS) + VALUE ADDED**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Gross Rate</th>
<th>Advertorial 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>
</tr>
<tr>
<td>1/2 page</td>
<td>$8,200</td>
<td>80 words</td>
<td>1-2</td>
<td>3 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>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,800</td>
<td>45 words</td>
<td>1</td>
<td>3 months</td>
</tr>
</tbody>
</table>

*Special section full page ads run outside of section.

**EMAIL ADVERTISING**

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>List Size</th>
<th>Duration</th>
<th>Specifications</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Trust eNews (weekly)</td>
<td>220,000</td>
<td>1 week</td>
<td>300 x 250 pixels</td>
<td>$600</td>
</tr>
<tr>
<td>Heritage Traveler</td>
<td>70,000</td>
<td>1 month</td>
<td>300 x 250 pixels</td>
<td>$600</td>
</tr>
<tr>
<td>Historic Properties for Sale (monthly)</td>
<td>70,000</td>
<td>1 month</td>
<td>300 x 250 pixels</td>
<td>$600</td>
</tr>
</tbody>
</table>
2020 Magazine Rates | Specs | Deadlines | Terms

AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (no bleed)</td>
<td>7.25&quot;</td>
<td>9.5&quot;</td>
</tr>
<tr>
<td>Full page (bleed)</td>
<td>8.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.25&quot;</td>
<td>4.375&quot;</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4.75&quot;</td>
<td>4.375&quot;</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.25&quot;</td>
<td>9.5&quot;</td>
</tr>
<tr>
<td>1/6 page vertical*</td>
<td>2.25&quot;</td>
<td>4.375&quot;</td>
</tr>
<tr>
<td>1/12 page</td>
<td>2.25&quot;</td>
<td>2.0625&quot;</td>
</tr>
<tr>
<td>2 page spread—submit as two single pages</td>
<td>8.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Historic Travel—1/6 page vertical*</td>
<td>2.25&quot;</td>
<td>4&quot;</td>
</tr>
</tbody>
</table>

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

2020 DEADLINES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD SPECIALS</th>
<th>MAGAZINE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Closing</td>
<td>Materials Due</td>
</tr>
<tr>
<td>WINTER Great Escapes ad special</td>
<td>Oct. 28</td>
<td>Nov. 4</td>
</tr>
<tr>
<td>SPRING Heritage Destinations ad special</td>
<td>Feb. 11</td>
<td>Feb. 18</td>
</tr>
<tr>
<td>SUMMER Historic Downtowns ad special</td>
<td>May 13</td>
<td>May 19</td>
</tr>
</tbody>
</table>

MATERIAL SUBMISSION

Email: Advertising@savingplaces.org
Web: SavingPlaces.org/advertise

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.
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 responsibility 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:
   Preservation Advertising
   2600 Virginia Avenue NW, Suite 1100
   Washington, DC 20037
   PHONE: (202) 588-6029
   EMAIL: Advertising@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

---

**ADVERTISING CONTACTS**

Emma Peters  
Phone: 202-588-6029  
Email: Advertising@savingplaces.org

---

**SALES REPRESENTATIVES**

**Northeast**  
Eric Lange  
Phone: 781.642.0400  
Email: Erklange@aim.com

**Mid-Atlantic / New York City**  
Susan Seifert  
Phone: 410.377.3007  
Email: Susan@seifertassociatesinc.com

**South (SC/TN/TX)**  
Scott Rickles  
Phone: 770.664.4567  
Email: Srickles@aol.com

**South (AL/AR/FL/KY/LA/MS/NC/GA)**  
Dan Tomkiewicz  
Phone: 770.640.1681  
Email: Dtomkiewicz@earthlink.net

**Midwest**  
Robert Purdy  
Phone: 630.665.5315  
Email: Bob@robertpurdy.com

**West**  
Mike Walker  
Phone: 213.896.9210  
Email: Mike@rwwcompany.com

---

*COURTESY HISTORIC HOTELS OF AMERICA*