

PEOPLE **SAVING** PLACES

# preservation

The magazine of the National Trust for Historic Preservation







Our readers LOVE  
what we do.

*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](http://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

**Preservation Magazine** 2600 Virginia Avenue NW | Suite 1100 | Washington, DC 20037  
**Phone:** 202.588.6029 **Email:** [Advertising@savingplaces.org](mailto:Advertising@savingplaces.org)  
**Website:** [SavingPlaces.org/advertise](http://SavingPlaces.org/advertise)

#### 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

\*Readex Research reader  
study, April 2014

**NATIONAL TRUST  
MEMBERSHIP  
BENEFITS**

**Subscription to**  
*Preservation* magazine

**Discounted admission**  
at National Trust  
Historic Sites and more  
than 200 Distinctive  
Destinations

**Travel discounts at**  
Historic Hotels of  
America member  
properties

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*



**REGULAR DEPARTMENTS****Past, Present, Future**

short stories about people saving places, facts and quotes, timelines, and more

**Transitions**

places saved, restored, threatened, or lost

**At Home**

a regular story about restoration projects in historic homes

**Itinerary**

a selection of historic places to visit across the country

**Outside the Box**

stories about a landscape, bridge, or public art

**This Place Matters**

a reader submitted photo from our online #ThisPlaceMatters campaign with a description of the place

**“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\*

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

### 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

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

## *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*



MATTHEW GILSON

# 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 NEWS

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\*

\*Readex Research reader study, April 2014



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.

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.

*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.

*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.

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.

## 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.

*“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

## 2020 SPECIAL SECTION DEADLINES

## WINTER

Closing:

Oct. 28, 2019

Materials Due:

Nov. 4, 2019

## SPRING

Closing:

Feb. 11, 2020

Materials Due:

Feb. 18, 2020

## SUMMER

Closing:

May 13, 2020

Materials Due:

May 19, 2020

## FALL

Closing:

Aug. 11, 2020

Materials Due:

Aug. 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"

**HISTORIC DOWNTOWNS**

In these charming communities, you'll uncover a passion for history found everywhere—from mom 'n' pop stores that have been around for generations, to old warehouses that have become a new home for thriving local businesses, to gleaming architectural gems as famous for their picture-perfect facades as they are for their layered history. Get to know the many historic towns and cities across the United States, and find out how much they truly have to offer.

**MARYLAND**

**ALLEGANY COUNTY**

Explore three centuries of American history while taking the C&D Canal Towpath and the Great Allegheny Passage, journeying through the mountains on the Western Maryland Scenic Railroad, and discovering two historic downtowns in Frostburg and Cumberland, with a diverse mix of breweries, wineries, and restaurants. [www.visitmountainstate.com](http://www.visitmountainstate.com)

**ANNAPOLIS**

Established in 1649, Annapolis is one of the country's oldest cities. However, what really sets the town apart is how little it's changed over centuries, maintaining its old-world charm, beauty, and magnificence. From the waterfront views of the historic harbor to some of the best examples of Georgian architecture in the world, this "city of bricks" illustrates the very best of early America's high society and beauty. The culture of this Chesapeake gem has also remained. Selling and maritime culture still thrive, fine dining establishments still pocket the city's old buildings—some of which were frequented by names like Washington, Jefferson, and Franklin—and small specialty shops and boutiques line the historic streets offering items that can only be found in Annapolis. [www.visitannapolis.org](http://www.visitannapolis.org)

**CARROLL COUNTY**

Stroll our historic downtown main streets to discover architectural walking tours, unique shops, restaurants with down-home cooking to gourmet delights, and restful bed & breakfasts waiting for you. Follow our local Wine Trail, Civil War Trail, and award-winning Barn Quilt Trail as you travel our scenic backroads. Carroll County is home of The Maryland Wine Festival—36 years old! 800-272-1993. [www.carrollcountytourism.org](http://www.carrollcountytourism.org)

Clockwise from top: Village picturesque mountain trails in Frederick, MD. Courtesy Visit Frederick; The Richardson-Owens Campus in Buffalo, NY. Photo by Ed Neale; City Dock in Annapolis, MD. Courtesy Visit Annapolis.

**PRESERVATION MAGAZINE AD RATES (GROSS)**

Ad	Size	1x	2x	4x
Display	Full page	\$10,800	\$9,300	\$8,000
	1/2 page	\$7,100	\$6,100	\$5,300
	1/3 page vertical	\$5,000	\$4,300	\$3,700
Cover	2	\$14,600	\$13,200	\$12,000
	3	\$12,800	\$11,500	\$9,600
Historic Travel Directory	1/6 page	\$1,500	\$1,400	\$1,300
Historic Hotels of America	1/6 page	\$1,000	\$950	\$900
Marketplace	1/3 page square	\$2,600	\$2,300	\$2,000
	1/6 page	\$1,400	\$1,200	\$1,100
	1/12 page	\$800	\$700	\$600
Historic Properties	1/12 page includes 4 months online	\$425		

**SPECIAL SECTIONS—RATES (GROSS) + 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

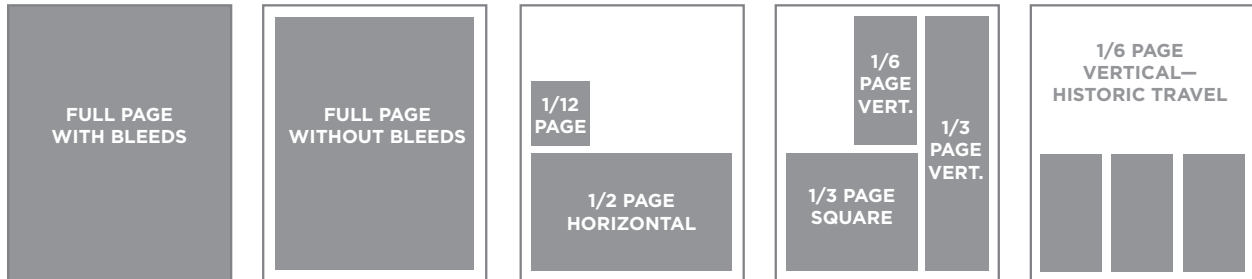
*\*Special section full page ads run outside of section.*

**EMAIL ADVERTISING**

Newsletter	List Size	Duration	Specifications	Rate
National Trust eNews (weekly)	220,000	1 week	300 x 250 pixels	\$600
Heritage Traveler	70,000	1 month	300 x 250 pixels	\$600
Historic Properties for Sale (monthly)	70,000	1 month	300 x 250 pixels	\$600

**VALUE ADDED  
FOR ALL  
ADVERTISERS:  
Spotlight on  
Advertisers direct  
response program—  
in print and online**

PasteFrame.com



## AD SPECIFICATIONS

Size	Width	Height
Full page (no bleed)	7.25"	9.5"
Full page (bleed)	8.75"	10.75"
1/2 page horizontal	7.25"	4.375"
1/3 page square	4.75"	4.375"
1/3 page vertical	2.25"	9.5"
1/6 page vertical*	2.25"	4.375"
1/12 page	2.25"	2.0625"
2 page spread—submit as two single pages	8.75"	10.75"
Historic Travel—1/6 page vertical*	2.25"	4"

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

## 2020 DEADLINES

ISSUE	AD SPECIALS		MAGAZINE		Mailed
	Closing	Materials Due	Closing	Materials Due	
WINTER Great Escapes ad special	Oct. 28	Nov. 4	Nov. 4	Nov. 12	Late Jan.
SPRING Heritage Destinations ad special	Feb. 11	Feb. 18	Feb. 17	Feb. 24	Mid-April
SUMMER Historic Downtowns ad special	May 13	May 19	May 18	May 27	Mid-July
FALL Weekend Getaways ad special	Aug. 11	Aug. 18	Aug. 19	Aug. 28	Mid-Oct.

## 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](http://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 liability 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](mailto:Advertising@savingplaces.org)  
**WEB:** [SavingPlaces.org/advertise](http://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

COURTESY HISTORIC HOTELS OF AMERICA

# preservation

## ADVERTISING CONTACTS

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Website: [SavingPlaces.org/advertise](http://SavingPlaces.org/advertise)