

**PRESERVATION  
AT A GLANCE**

**Circulation:** 125,000

**Readership:** 300,000

**Frequency:** 4 times  
per year

**Readership:** Affluent,  
active, educated

**Website:**  
SavingPlaces.org

*“Preservation  
magazine is  
such a good  
fit for us, so  
we’re glad to  
continue the  
relationship.”*

—Fallingwater



CLIFFORD PICKETT

## *Preservation* readers have a passion for heritage travel

*Preservation* readers have a passion for heritage travel and turn to the magazine to learn about historic sites and travel destinations.

*Preservation* magazine features a variety of travel destinations in every issue, highlighting the best historical places to visit from Hawaii to Texas to Vermont.

**IN THE LAST YEAR\*:**

**87%** of readers traveled in the United States

**85%** visited museums

**79%** toured historic homes and gardens

**78%** visited historic cities/towns

**73%** took day trips to historic sites

\*Readex Research reader  
study, April 2014

PasteFrame.com

2020 *Preservation* Magazine / [SavingPlaces.org/Advertise](https://SavingPlaces.org/Advertise)

*Turn over for specs*

202.588.6029 | [Advertising@savingplaces.org](mailto:Advertising@savingplaces.org)



### BUY PRINT AND EMAIL AND SAVE! (GROSS)

Ad	1x	2x	4x
Print Only	<b>\$1,500</b>	<b>\$1,400</b>	<b>\$1,300</b>
Print ad/Email ad* (list of 225,000)	<b>\$1,900</b> <i>10% savings</i>	<b>\$1,750</b> <i>12% savings</i>	<b>\$1,600</b> <i>20% savings</i>

\*Please check for availability of email newsletter.

### TRAVEL DIRECTORY—PRESERVATION MAGAZINE DEADLINES

Issue	Close	Materials Due	Mailed
Winter	Nov. 4, 2019	Nov. 12, 2019	Late January
Spring	Feb. 17, 2020	Feb. 24, 2020	Mid-April
Summer	May 18, 2020	May 27, 2020	Mid-July
Fall	Aug. 19, 2020	Aug. 28, 2020	Mid-October

### MATERIAL SUBMISSION

Email: Advertising@savingplaces.org

Submit Calendar Events: SavingPlaces.org/calendar

PasteFrame.com

2020 Preservation Magazine / SavingPlaces.org/Advertise

### AD SPECS

**Print Ad**  
2.25" x 4"

**Banner Ad**  
300 x 250 pixels

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

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