**PRESERVATION AT A GLANCE**

**Circulation:** 125,000  
**Readership:** 300,000  
**Frequency:** 4 times per year  
**Readership:** Affluent, active, educated  
**Website:** SavingPlaces.org

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

—Fallingwater

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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

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*Readex Research reader study, April 2014

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("Preservation magazine is such a good fit for us, so we’re glad to continue the relationship." —Fallingwater)
HISTORIC TRAVEL DIRECTORY

BUY PRINT AND EMAIL AND SAVE! (GROSS)

<table>
<thead>
<tr>
<th>Ad</th>
<th>1x</th>
<th>2x</th>
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<tbody>
<tr>
<td>Print Only</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,300</td>
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<tr>
<td>Print ad/Email ad* (list of 225,000)</td>
<td>$1,900</td>
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*Please check for availability of email newsletter.

TRAVEL DIRECTORY—PRESERVATION MAGAZINE DEADLINES

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<tr>
<th>Issue</th>
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<th>Materials Due</th>
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<tr>
<td>Winter</td>
<td>Nov. 4, 2019</td>
<td>Nov. 12, 2019</td>
<td>Late January</td>
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<tr>
<td>Spring</td>
<td>Feb. 17, 2020</td>
<td>Feb. 24, 2020</td>
<td>Mid-April</td>
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<td>Summer</td>
<td>May 18, 2020</td>
<td>May 27, 2020</td>
<td>Mid-July</td>
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<td>Fall</td>
<td>Aug. 19, 2020</td>
<td>Aug. 28, 2020</td>
<td>Mid-October</td>
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MATERIAL SUBMISSION

Email: Advertising@savingplaces.org
Submit Calendar Events: SavingPlaces.org/calendar

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