



REALESTATE.SAVINGPLACES.ORG



HISTORIC PROPERTIES—PRINT ADS



EMAIL NEWSLETTER

A nationwide audience for historic properties

Preservation magazine can help you promote your historic property listing to a national audience of historic home enthusiasts. We reach home buyers online through regular web posts, Facebook, Google Ads, and our popular monthly Historic Real Estate email newsletter.

READERSHIP*

- 300,000** *Preservation* magazine readers
- 30,000** visitors to historic properties website per month
- 75,000** subscribers to historic real estate email newsletter
- \$451,000** average value of readers' primary residence
- 8%** own a primary residence valued at over \$1 million
- \$1.53 million** average household net worth
- 185,000** Facebook followers
- 35,000** Instagram followers
- 32,000** Twitter followers

“I had to write to tell you how much I love your magazine! Because of it, we now own a building that was built by my great-great-great-great-great grandfather in 1792.”

—Stephanie, Bremerton, WA

continues

*Readex Research reader study, April 2014

HISTORIC REAL ESTATE—RATES AND SPECS

ONLINE

Package	Type	Opportunity	Dimensions	Rate
Print package	Print/Online	1 issue, 4 months online	Photo + 70 words of text/ Unlimited copy + photos	\$425
Basic	Online	2 months	Unlimited copy + photos	\$60
Featured	Online	2 months—rotates on homepage	Unlimited copy + photos	\$100
6 Month Basic	Online	6 months	Unlimited copy + photos	\$120
Historic Real Estate email newsletter	Email 70,000 subscribers	1 email newsletter, featured listing online 2 months	Photo + 40 words of text Unlimited copy + photos	\$600

MATERIAL SUBMISSION

Email: HistoricRealEstate@savingplaces.org
 Online listings: RealEstate.SavingPlaces.org

2020 DEADLINES

WINTER

Closing: Nov. 4, 2019
Materials Due: Nov. 12, 2019
In Home: Late Jan. 2020

SPRING

Closing: Feb. 17, 2020
Materials Due: Feb. 24, 2020
In Home: Mid-April 2020

SUMMER

Closing: May 18, 2020
Materials Due: May 27, 2020
In Home: Mid-July 2020

FALL

Closing: Aug. 19, 2020
Materials Due: Aug. 28, 2020
In Home: Mid-Oct. 2020



NEAL SANTOS