MARKETPLACE

**PRESERVATION AT A GLANCE**

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

**AD SPECS**

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”  
1/12 page  
2.25” x 2.0625”

Preservation is the magazine for the preservation movement. Subscribers pick up Preservation to read about places that are threatened or saved (78%) and home renovation projects (34%). A quarter of readers look at the magazine to learn about preservation products and services.

Marketplace showcases restoration products, services, publications, and education opportunities for the true preservationist.

**PRESERVATION MAGAZINE DEADLINES**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Close</th>
<th>Materials Due</th>
<th>Mailed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>Nov. 10, 2020</td>
<td>Nov. 18, 2020</td>
<td>Late January</td>
</tr>
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**MARKETPLACE RATES (GROSS)**

<table>
<thead>
<tr>
<th>Ad</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
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<tbody>
<tr>
<td>1/2 page</td>
<td>$4,500</td>
<td>$4,100</td>
<td>$3,800</td>
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<tr>
<td>1/3 page—square</td>
<td>$2,600</td>
<td>$2,300</td>
<td>$2,000</td>
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<tr>
<td>1/6 page</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,100</td>
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<tr>
<td>1/12 page</td>
<td>$800</td>
<td>$700</td>
<td>$600</td>
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**VALUE ADDED FOR ALL ADVERTISERS:**

*Spotlight on Advertisers direct response program—in print and online*

**MATERIAL SUBMISSION**

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