

SPECIAL
ADVERTISING
SECTION
FALL 2012

CIVIL WAR TRAILS



Engraving depicts Battle
of Lookout Mountain

From the Northeast to the Southwest, in dynamic cities and small towns, the Civil War changed the lives of every American. Today, touring Civil War sites has become a national pastime. *Preservation*, the quarterly publication of the National Trust for Historic Preservation, is promoting those destinations with a 10th anniversary Fall special advertorial, Civil War Trails.

Purchase any size ad to reserve your editorial copy and photographs.

Closing—July 9, 2012
Copy and Photo—July 13, 2012
Ad Material—July 20, 2012

See rates on reverse side

PRESERVATION

THE MAGAZINE OF THE NATIONAL TRUST FOR HISTORIC PRESERVATION

PreservationNation.org/advertise

CIVIL WAR TRAILS

Preservation is a trusted source of news, features and travel writing on America's historic places. It reaches 350,000 readers with an average age of 61 years old, and \$184,000 average household income. 93% visit museums; 88% visit historic communities; 86% take an average of 6.8 overnight trips a year, staying an average of 21 nights at a hotel/motel and spending an average of \$6,485 on travel each year.

ADVERTISING RATES 4 COLOR (NET)

Size	Cost	Copy
Full page	\$9,900	120 words
1/2 page	\$6,500	80 words
1/3 page square	\$4,600	60 words
1/6 page	\$2,100	45 words
2-page spread	\$15,725	200 words



REENACTMENT SCENE ON WILSON'S CREEK NATIONAL BATTLEFIELD, SPRINGFIELD, MO. COURTESY SPRINGFIELD, MISSOURI CVB



CULPEPER'S ANNUAL REMEMBRANCE DAYS, CULPEPER, VA. COURTESY CULPEPER DEPT. OF TOURISM

VALUE ADDED:

Reader Service listing and a link (PreservationNation.org/reader-services) directly to your website.

For more information about print and online advertising, contact:

Northeast , Eric Lange	(781) 642-0400
Mid-Atlantic/New York City , Susan Seifert	(410) 377-3007
South , Scott Rickles or Dan Tomkiewicz	(770) 664-4567 (770) 640-1681
Midwest , Bob Purdy	(630) 665-5315
West , Christine Tye	(707) 935-2880

All ad specs are
available at
PreservationNation.org/advertise

Email advertorial copy, photo and ad to beth_siegel@nthp.org.
Please include caption and credit for supplied photos.