

SPECIAL
ADVERTISING
SECTION
SPRING 2012



SPRING TRAVEL

Historic Destinations

Preservation magazine is introducing a new Spring Travel advertising section featuring Historic Destinations in the Spring 2012 issue. Readers have come to count on *Preservation* as a source of inspiration as they make plans to visit historic sites across the country. Tell the story of your destination's history and unique offerings to a captive audience with a passion for heritage travel.

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

Closing—January 23, 2012

Copy and Photo—February 6, 2012

Ad Material—February 21, 2012

See rates on reverse side

PRESERVATION

THE MAGAZINE OF THE NATIONAL TRUST FOR HISTORIC PRESERVATION

CLOCKWISE FROM TOP: CLARK MEMORIAL, VINCENNES, IN. COURTESY VINCENNES/KNOX COUNTY CVB;
ORGAN MOUNTAINS, NM. COURTESY LAS CRUCES CVB; MONTGOMERY COUNTY, MD.

PreservationNation.org/advertise

SPRING TRAVEL

Historic Destinations

More than 350,000 readers refer to *Preservation* magazine for historic travel ideas. With an average age of 61, and income of \$184,000, they average 6.8 overnight trips and 21 hotel nights a year. Of these avid travelers, 93% visited museums, 88% enjoyed visiting historic places, and 86% read *Preservation* magazine to discover historic sites and travel destinations in the past year.

ADVERTISING RATES FOUR 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



BOLDUC GARDEN, CITY OF STE. GENEVIEVE, MO.,
COURTESY THE STE. GENEVIEVE HERALD



CAPE HATTERAS LIGHTHOUSE, OUTER BANKS, NC.,
COURTESY OUTER BANKS VISITORS BUREAU

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.