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The STS Heritage insert is in its 12th year and consistently includes 12 pages due to advertiser demand. Targeted by geography to key feeder markets for the Southeast, attractions can target upscale readers of multiple heritage magazines with one buy: Smithsonian May 2010; PreservationMary/Apr 2010 and Civil War Times May 2010.

10% STS MEMBER DISCOUNT FOR SPACE May 2010!

(Preservation magazine;; Smithsonian magazine; Civil War Times)

SPACE

10/30/09

MATERIAL

11/6/09

FOUR COLOR RATES (gross)

½ Page \$26,350

⅓Page \$17,800

¼ Page \$9,000

Brochure \$5,400

These rates are the same as 2009 -- no increase for STS members!

ADDED VALUE!

- Free production of brochure ads, free hotlink and opportunity to list up to 3 events on the website, free reader service via email
- Qualified LEADS: The Heritage magazine insert has consistently provided high income, highly educated leads for all STS participants which generally range in quantity from 2,000 to 3,500.

CIRCULATION 600,000

DEMOGRAPHICS Median Age: 53; HHI \$83,169; Male 58%; Married 62%

CONTACT

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