

# Preservation

“The Historic Southeast.” 8- pages with website listing for all advertisers.

**32% STS MEMBER DISCOUNT FOR SPACE January/February 2010 Issue!**

**SPACE**  
10/16/09

**MATERIAL**  
10/19/09

## **FOUR COLOR RATES**

FULL PAGE \$9,580

½ PAGE \$6,525

⅓ PAGE \$4,750

¼ PAGE \$2,580

## **B/W RATES**

⅓ PAGE \$4,270

¼ PAGE \$2,050

**TWO PAGE SPREAD \$17,395    BIND-IN-CARD \$4,500;**

## **ADDED VALUE!**

- FREE Reader Service Listing reaching 195,000 members of the National Trust for Historic Preservation.
- Availability of Reader Service on-line.
- ⅓th Page receives 45 words of editorial;
- ⅓rd Page receives 60 words of editorial;
- ½ Page receives 80 words of editorial;
- Four color page receives 150 words of editorial;

**CIRCULATION** 195,000 members (100% Paid) of The National Trust for Historic Preservation

**DEMOGRAPHICS** Age: 54.6 years old; 91.3% took vacations in the past 12 months;  
Average \$ spent on vacations - \$3,340.00;  
Average income - over \$113,000;  
2.9 Readers per copy;  
9.8 average number of overnight domestic trips;  
91.4% Read PRESERVATION to learn ore about Historic Sites/ Heritage Travel

## **CONTACT**

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