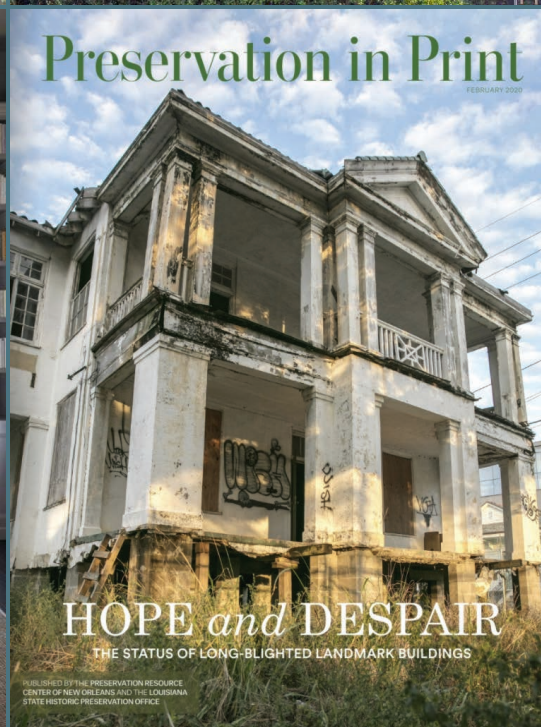


Preservation in Print



MEDIA KIT 2020



The magazine of the Preservation Resource Center since 1975

A Publication with a Purpose

Preservation in Print is the nation's most frequently published architectural conservation and neighborhood revitalization magazine, this year celebrating its 43rd anniversary as a powerful voice for historic preservation. We are the award-winning magazine of the **Preservation Resource Center**, which, since 1974, has been Louisiana's premier nonprofit dedicated to the preservation and revitalization of historic architecture and neighborhoods.



Exciting FEATURES

Informative SERIES

Local to International NEWS

In-depth stories and interviews that matter

- **HOW** do experts restore historic buildings
- **WHY** is preservation a key driver of economic development
- **WHAT** are the planning issues that affect your quality of life
- **WHERE** do locals choose to live, shop and play
- **WHAT** makes a community great
- **WHO** has the best ideas for 21st-century urban living
- **WHEN** can you use tax incentives to renovate

Regular and rotating explorations on fascinating and useful topics and trends.

- Features on the city's best **renovations, restorations and revitalizations**.
- Historical narratives by Tulane Geographer **Richard Campanella**.
- Profiles of **local leaders** preserving the diverse and important history of New Orleans and bringing their communities' heritage to life.
- Monthly listings of the most important **upcoming events** in the preservation community and beyond.

...and more.

Updates on the vital work of the PRC and news on advocacy issues across the city, state, nation and world.



AWARD-WINNING stories & design

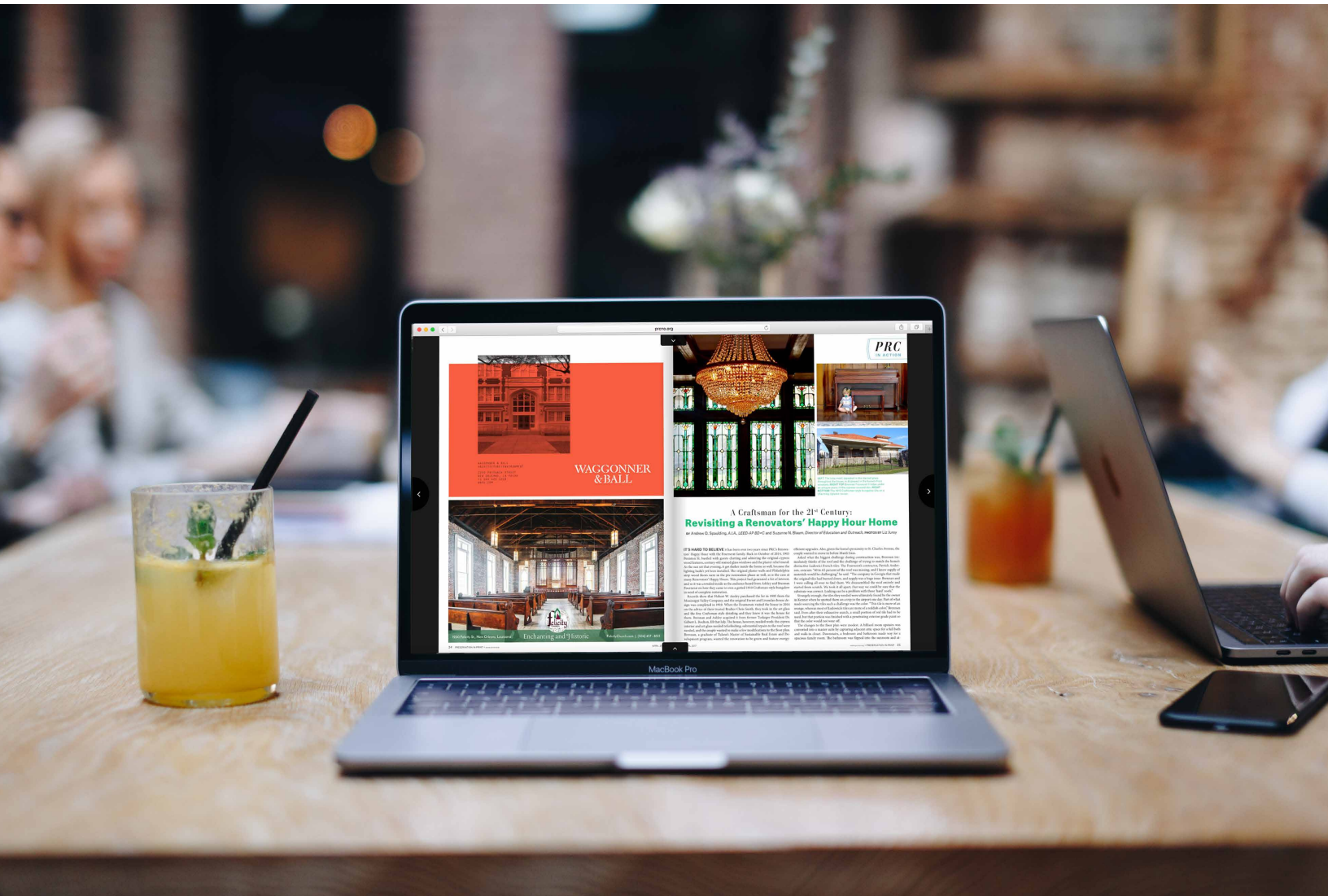
Award-winning Journalism

Preservation in Print's team has been fortunate to win the following awards from the **New Orleans Press Club** in recent years:

- **First Place, Digital Media, PRC's weekly architecture quizzes, 2018**
- **First Place, Digital Media, #PreserveNOLA300, 2018**
- **Second Place, Lifestyle Reporting, "Hallowed Halls for a New Generation," 2018**
- **Second Place, Lifestyle Reporting, "Clear Connection," 2018**
- **Third Place, Best Cover, 2018**
- **First Place, Community News, "Spirits Soar: The Revitalization of Sophie B. Wright High School," 2017**
- **First Place, Community News, "The Salvation of a Hidden Gem," 2016**
- **Second Place, Community News, "Heroes Among Us," 2016**
- **Third Place, Best Magazine, 2016**
- **First Place, Best Cover, 2015**
- **First Place, Community News, "Mid City, Mid Transformation," 2015**
- **Second Place, Community News, "Betting on the Long Term in Broadmoor," 2014**
- **Third Place, Feature Writing, "Bringing Back Bell," 2014**
- **Second Place, Best Series, "Brain Gain," 2012**
- **Third Place, Best Feature, Living With Water, 2011**

Our content encourages readers to enjoy
local and regional shopping, dining and events.

“Each month I sit down and read my *Preservation in Print* **cover to cover.**”



OUR READERS ARE
informed, engaged citizens
WHO ARE INTERESTED IN:

- **Beautifying** their homes and gardens
- **Enjoying** the city and region's fantastic amenities and cultural events
- **Learning** about architecture, culture and history
- **Discovering** new neighborhoods and weekend getaways
- **Traveling, exploring, shopping, dining, experiencing** unique cultural offerings
- **Reading** about trends and technology from a local to international scale

30,000 readers every month, nine months per year

Our readers are **business and civic leaders, doctors, lawyers, architects, artists, homemakers, professors, bankers, stockbrokers, developers, neighborhood decision makers and young professionals.** Many seek to buy or renovate homes. They want to know about the city's fine dining, cultural events and shopping, education opportunities for their children, homes for sale in New Orleans, Louisiana, Mississippi and Alabama, and decorating trends for their homes.

64% live in New Orleans

13% reside in Greater New Orleans *(Jefferson, St. Tammany, River Region)*

18% live elsewhere in Louisiana

5% live out of state *(in 40 of the 50 states)*



In addition to MAILING an average of 6,000 copies of the magazine per month to PRC's members and supporters, we also distribute complimentary copies in fine establishments in featured locations. Advertisers can receive issues to distribute by request.

Your investment in Preservation in Print pays dividends in print and online: Print ads are placed in PRC's online stories and distributed on our active, engaged social media channels.

Preservation in Print's impressive archive features every single issue of the magazine since its inception in 1975. Our current issue and archive, all available on PRCNO.org, are visited by thousands of people a year.

Your ad in *Preservation in Print* supports the revitalization of towns across Louisiana.



The Work of the PRC

- Our expert staff provides programs to educate residents on the purchase, financing, tax incentives and renovation of historic Louisiana properties. Our Revival Grants program helps low-income homeowners to make critical repairs to their houses, and our Advocacy Department works with neighborhood leaders to achieve their preservation goals.
- **WE ADVOCATE** for the community and neighborhoods at the local, state and federal levels.
- **WE EDUCATE** citizens and students through a robust Education and Outreach department.
- **WE SAFEGUARD** 134 historic structures in the state with our Preservation Easements program.
- **WE GUIDE** and encourage the acquisition and renovation of vacant buildings.
- **WE PROMOTE** awareness through our award-winning publication *Preservation in Print* and much more...

*Your advertising dollars keep *Preservation in Print* in the hands of 30,000 readers and on the computer screens of thousands more.*

The magazine is also supported by PRC membership dues, donations, gifts and fundraisers. The Louisiana Department of Culture, Recreation and Tourism partners with PRC to produce *Preservation in Print* through its Division of Historic Preservation.

Rates & Graphic Specifications



Submitting Your Ad

Ads may be submitted only in **TIFF, JPEG, EPS** or **PDF** format and are accepted through email or online FTP sites.

Ads and all images (photos, logos, etc.) used to create ads must be at least **300 dpi** for quality printing. Do not use photos and logos copied off a website as they are not adequate for quality print production.

PDF files should be exported with **fonts embedded** and in **press quality** (both are export settings). Black and white ads should be created as grayscale and color ads as CMYK.

Upon request, production of your ad, including typesetting, design, photo composition, etc., can be done by the publisher for a fee. The magazine is not responsible for copy writing or procuring content. Contact the ad manager for more information and instructions.

Information and photos, logos, etc. need to be submitted with the same photo and graphic requirements listed above. If you are submitting property pictures for your ad, the pictures must be labeled with the address of the property.

SPACE RESERVATIONS DUE THE 1ST OF THE MONTH PRECEDING PUBLICATION; ADS ARE DUE BY THE 3RD.

Size	Width x Height	1 Insertion	5 Insertions	9 Insertions
Full Page	8-1/4" x 11-1/8" 9-1/4" x 12-1/4" (with bleed)	\$1920	\$1680	\$1600
1/2 Page	8-1/4" x 5-3/8" (horizontal) 4" x 11-1/8" (vertical) <i>bleed sizes on request</i>	\$960	\$840	\$800
1/4 Page	4" x 5-3/8"	\$480	\$420	\$400
1/8 Page	4" x 2-5/8" (horizontal) 1-7/8" x 5-3/8" (vertical)	\$240	\$210	\$200

Prices are for black and white ads. Four-color ads are an additional \$200 for full page, \$100 for 1/2 page, and \$50 for 1/4 and 1/8 page ads. Rates for guaranteed placement available on request. 5% discount for full payment in advance of publication. All accounts must be paid in full to date.

FOR MORE INFORMATION:

Jackie Derks, Ad Manager

504.636.3053 (OFFICE) • 504.495.3092 (CELL) • jderks@prcno.org

2017 *PRESERVATION IN PRINT* ADVERTISERS

Academy of the Sacred Heart A/C Ambulance Adorn and Conquer Adrienne La Bauve American Aquatic Gardens AOS Interior Environments Audubon Pilgrimage Aunt Sally's Pralines Bart Gillis Battco Construction Bell Architecture Belladonna Spa Bevolo Bremermann Designs Brett Rector Bryan Francher Catahoula Hotel Carmen Duncan Charlotte Dorion Chenevert Architects Christwood Core Construction Corrine Fox Covington Heritage Antique Festival Danneel Street Amenities Darrin Duplissey David Abner Smith Design Management Group Docomomo Louisiana Dunn & Sonnier Ecole Bilingue Eileen Wallen Eleanor Farnsworth Elizabeth McNulty Ernesto Caldeira Eskew + Dumez + Ripple Exterior Designs Inc. Faubourg Marigny Home Tour Federico's Florist Felicity Church Francher-Perrin Team French Quarter Realty Grace Kaynor Design Gardner Realtors Gentle Arts Gray Studio Gulf Enterprises H. Rault Locksmith Hamilton Construction	Historic New Orleans Collection Historic Pro Nola Iberia Bank Isabel Sanders Isidore Newman School Jackson Assembly Jacob Schoen & Sons Jahncke and Burns Architects Jeanne Barousse Designs Jennifer Rice John R. Seitz Jonathan D. Shaver CCIM Jos. A. Bank Clothiers Joshua Walther Judy's at the Rink Judy Fisher Realtors Karon Reese Kathy Slater Katie Witry Kitchens by Cameron Lachin Architects Lambeth House Landis Construction Landscape Images Laura Plantation Leslie Perrin Letty Rosenfeld Linda Babineaux Linen Registry Louise S. McGehee School Mac Maison Magnetite Maria Zuniga-Lott Mark Design Marshall Guidry Mignon Children's Clothing Mindful Rituals Mirell Gallo Murrell Family Nantucket Preservation Symposium Napoleon House Natchez Antiques Forum Neal Auction Neville Development New Orleans Architecture Foundation New Orleans Millworks New Orleans Opera Outdoor Lighting Perspectives Palmisano	Pemba Perlis Clothing Perrier Party Rentals Peter Patout Picardie Frame & Millwork Pinto Electric Piscobar Poydras Home Rae Bryan Raisa Galper Ralph Brennan Restaurant Group Raul E. Mana, Inc. Reclaimed Diva Response Artist in the Park Ricky Lemann Robinson Lumber Royal Antiques Royal Honda Ryan Gootee General Contractors LLC S and K Services Save Our Cemeteries SCNZ Architects Scriptura Sheri Thompson Skye and Susan Hurth Price Southern Garden Symposium Steve Richards Susan Mizell St. Francisville Tourism Still Perkin' Studio WTA Sylvia Roy Ted Bauer Ted Nusenow The Plant Gallery The Quisby The Rink The Stairway Shop The Standard The Wine Seller Titan Exterior Contractors Trapolin Peer Architects Tricia King Trinity Episcopal School Tulane School of Architecture Waggoner & Ball Architects Woodward Design & Build Zangara + Partners
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Thank you for supporting the work of the Preservation Resource Center!