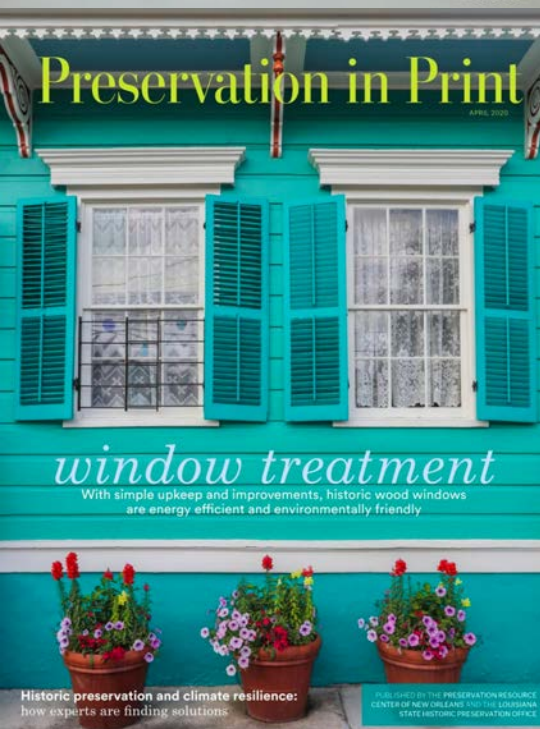


Preservation in Print

PUBLISHED BY THE PRESERVATION RESOURCE CENTER OF NEW ORLEANS AND THE LOUISIANA STATE HISTORIC PRESERVATION OFFICE



MEDIA KIT 2021



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 41st anniversary as a powerful voice for historic preservation. We are the award-winning magazine of the **Preservation Resource Center**, since 1974 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
- **WHICH** are the planning issues that affect your quality of life
- **WHERE** do locals choose to live, shop and play
- **WHAT** is it that 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 geographer and Tulane professor **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 interesting **upcoming events** in the preservation community and beyond.

...and more.

Updates on the vital work of the PRC, news on advocacy issues across the city, state, nation and world, and updates from the co-publisher, the Louisiana State Historic Preservation Office, on its historic preservation and archaeological work.

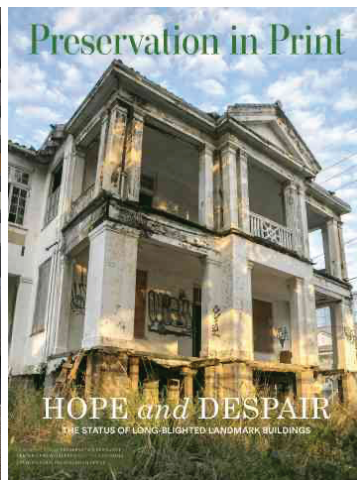


Preservation in Print

2021 EDITORIAL CALENDAR

In every issue

- **Director's Spotlight:** Key people and projects in historic preservation
- **Richard Campanella's Streetscapes:** A geographer with the Tulane School of Architecture, Campanella explores the history and geography that shaped New Orleans.
- **What's Happening:** A snapshot of local real estate developments
- **Louisiana State Historic Preservation Office column:** A look at historic preservation issues around Louisiana
- **"I'm a Preservationist":** Q&A interview with prominent New Orleanians about issues facing the city



February

- Historic building feature
- Postcards in Preservation: Travel feature
- Spotlight: The nomination of the Dryades Library to the National Register of Historic Places
- Preservation News: Updates about high-profile preservation issues

March

- The Climate Change Issue
- Historic Preservation and Climate Change: Key ways historic preservation can tackle major environmental issues
- Eco-Spotlight: Tips for going green with home renovation projects.
- Flood focus: How to make New Orleans homes more resilient

April

- The Home Improvement Issue
- Home renovation features: practical advice for homeowners looking to care for historic houses, with particular focus on issues related to New Orleans: humidity, termites, etc.
- Maintain Right: Meet the instructors for the PRC's new Maintain Right class and ask them questions.
- Buy Right/Renovate Right: How to weigh the pros and cons of buying a fixer-upper and tackling a renovation project.

May

- Preservation Month
- Shotgun House Tour: Feature stories on each of the featured houses, with details about the renovations, landscapes, décor and design
- Preservation News: Updates about high-profile preservation issues

June

- Historic building renovation feature
- Postcards in Preservation: Travel feature
- Historic landscapes: Plants and designs that stand the test of time
- Hurricane Season prep: How to make sure your home is ready for a storm

September

- Historic building renovation feature
- Historic Hot Spot: New restaurant or business opening in a historic location
- New Orleans Architecture Quiz: test your knowledge

October

- Historic building or home renovation feature
- Preservation News: Updates about high-profile preservation issues.
- Detail Oriented: Photo essay on historic architectural details

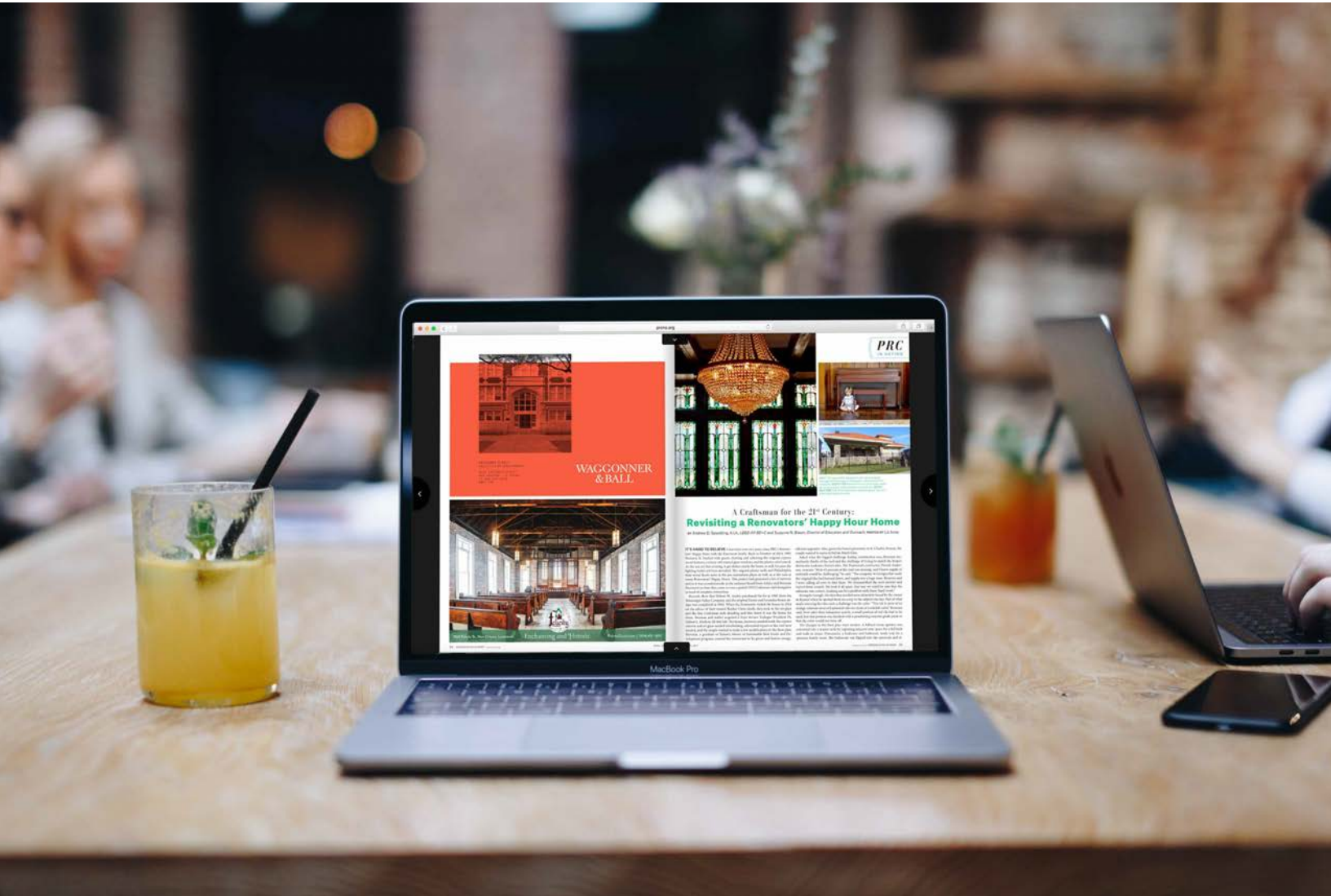
November

- Historic building or home renovation feature
- Historic Hot Spot: New restaurant or business opening in historic buildings
- New Orleans Architecture Quiz: test your knowledge

December

- 46th Annual Holiday Home Tour: feature stories on the featured houses, with details about the renovations, landscapes, décor and design
- The Year in Historic Preservation: Wins and losses from 2021
- Preservation News: Updates about high-profile preservation issues.

“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)*

We **MAIL** an average of 10,000 issues each month to the entire Preservation Resource Center member base as well as civic and neighborhood organizations, officials and businesspeople across New Orleans, Louisiana, and the country.



We also target distribution of complimentary copies in fine establishments in featured locations. Advertisers can receive issues to distribute by request.

Your investment in Preservation in Print pays dividends forever: Ads are permanently available to readers on our online archive at **PRCNO.org**.

Preservation in Print's impressive archive features every single issue of the magazine since its inception in 1975 viewable as PDF, downloadable, printable, and searchable by keyword. 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 and knowledgeable volunteers offer consultation and assistance on home purchase and renovation and available financing and tax incentives. Two programs, Operation Comeback, a resource center for home buyers, and Rebuilding Together, which helps repair the homes of low-income and elderly and/or disabled homeowners, have rehabbed more than 1,500 homes.
- **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** 123 historic structures in the state with our Preservation Easements program.
- **WE GUIDE** and encourage the acquisition and renovation of vacant buildings by individuals through Operation Comeback and through our practice of accepting and reselling donated structures.
- **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

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