

Preservation in Print

PUBLISHED BY THE PRESERVATION RESOURCE CENTER OF NEW ORLEANS



MEDIA KIT 2025



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 50th 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.

Where the candidates stand on historic preservation, blight remediation and affordable housing



Know your district

Here's a breakdown of the designated historic districts in each council district. Note: this list does not include individually designated sites or landmarks.

District A	Local Historic Districts: Carrollton, Carrollton Avenue, Esplanade Ridge, Mid-City, Parkview, St. Charles Avenue, Uptown National Register Districts: Carrollton, Broadmoor, Esplanade Ridge, Metairie Cemetery, Mid-City, Parkview, South Lakeside, Uptown
District B	Local Historic Districts: Canal Street, Garden District, Irish Channel, Lower Garden District, Lafayette Square, Mid-City, Poydras Place, St. Charles Avenue, Uptown, Warehouse District National Register Districts: Broadmoor, Central City, Garden District, Irish Channel, Lower Garden District, Mid-City, Uptown
District C	Local Historic Districts: Algiers Point, Bywater, Canal Street, Esplanade Ridge, French Quarter, Tremé, Vieux Carré National Register Districts: Algiers Point, Bywater, Esplanade Ridge, Iberville Public Housing, Faubourg Marigny, New Marigny, Vieux Carré, U.S. Naval Station, Algiers
District D	Local Historic Districts: Bywater, Esplanade Ridge, Tremé National Register Districts: Bywater, Central University, Edgewood Park, Esplanade Ridge, Gentilly, Tremé, New Marigny, Poydras Park
District E	Local Historic Districts: Holy Cross National Register Districts: Holy Cross

Exciting FEATURES

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

Informative SERIES

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.

Local to International NEWS

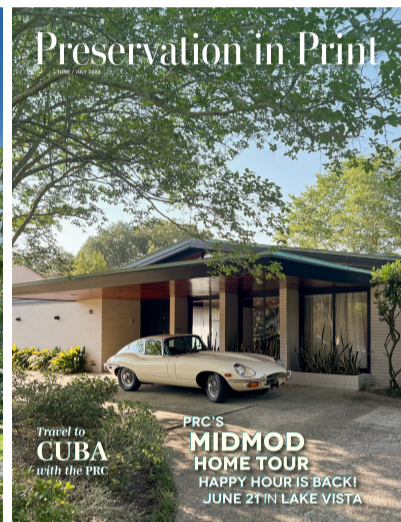
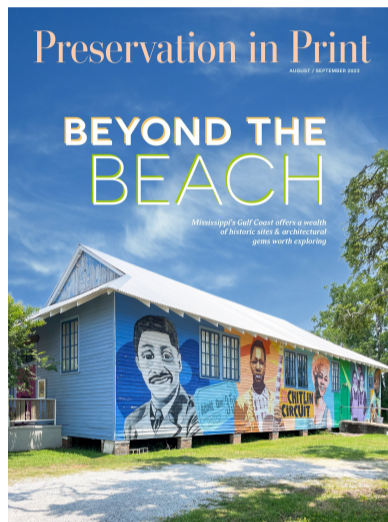
Updates on the vital work of the PRC, news on advocacy issues across the city, state, nation and world, and updates from the co-publisher, the Louisiana State Historic Preservation Office, on its historic preservation and archaeological work.

Preservation in Print

2025 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.
- **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/March

- **Save Our Cemeteries:** News about PRC's merger with this beloved nonprofit will include topical stories such as, how are tombs restored today? How to research your family's tomb, and an update on the state of cemeteries city-wide
- **Preservation News:** Updates about high-profile preservation issues.

April/May

- **Spring Home Tour:** Algiers Point issue
- **Renovation & Home Design:** PRC's Spring House Tour features gorgeous homes filled with innovative features, beautiful home décor and amazing artwork.
- **Algiers Point features:** A look at the second-oldest neighborhood in New Orleans, its local business, and its unique attributes
- **Julia Jump:** Our beloved spring gala is back. Event information will include sponsorship shields.

June/July

- **MidMod Home Tour:** This tour will allow tourgoers to explore multiple mid-century modern marvels in a New Orleans' neighborhoods that showcases International design.
- **The Home Improvement Issue**
- **Historic preservation and energy efficiency:** How building renovations provide opportunities to fight climate change and lower utility bills.
- **Preservation News:** Updates about high-profile preservation issues.

August/September

- **Spotlight:** A look at real estate developments around the city.
- **Preservation News:** Updates about high-profile preservation issues.

October/November

- **Historic building renovation:** Feature story on a noteworthy renovation of a historic site.
- **Cemetery Spotlight:** Cemetery tips and features for this reflective time of year.
- **New Orleans Architecture Quiz:** Test your knowledge of the city's historic architecture.
- **Spotlight:** A look at real estate development and renovation projects around the city.

December/January

- **50th annual Holiday Home Tour:** The tour features gorgeous homes filled with innovative features, beautiful home décor and amazing artwork.
- **The Year in Historic Preservation:** Wins and losses from 2024.
- **Preservation News:** Updates about preservation issues.
- **New Orleans Architecture Quiz:** Test your knowledge of the city's historic architecture.

“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 offer programs and classes about purchasing, renovating and maintaining historic buildings, including the latest information about tax incentive programs.

- WE **ADVOCATE** for the community and neighborhoods at the local, state and federal levels.
- WE **EDUCATE** citizens through in-person and online classes and workshops on an array of historic preservation topics.
- WE **SAFEGUARD** 139 historic structures in the state with our Preservation Easements program.
- WE **PROVIDE** free home repairs to qualified low- and moderate-income residents who have been cited for violations by the New Orleans Historic District Landmarks Commission.
- WE **GUIDE** and encourage the acquisition and renovation of vacant buildings.
- WE **PROMOTE** awareness through our award-winning publication *Preservation in Print* and through our online Digital Preservation Newsroom at PRCNO.org and our robust social media channels.

*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 should be submitted in **PDF** format, but **TIFF**, **JPEG** or **EPS** will also be accepted.

Ads must be at least **300 dpi** for quality printing.

Please size your ad to the specifications listed below, and **do not include bleeds or trim marks**.

PDF files should be exported with fonts embedded and in press quality.

You can submit your ads via email using the contact information listed below.

Upon request, contact information for a freelance graphic designer can be provided.

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

SIZE	WIDTH x HEIGHT	1 Insertion	6 Insertions
Full page	6.625" x 9.125"	\$2,120	\$1,880
1/2 page	6.625" x 4.5" (<i>horizontal</i>) 3.25" x 9.125" (<i>vertical</i>)	\$1,060	\$940
1/4 page	3.25" x 4.5"	\$530	\$470
1/8 page	3.25" x 2.1875" (<i>horizontal</i>) 1.5625" x 4.5" (<i>vertical</i>)	\$290	\$260

Please ensure that your designed ad is the correct size. If it is not, it will have to be resized to fit in the space reserved.

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:

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