

Advertisement rates



DISPLAY RATES

	DEPTH X WIDTH (MM)	SINGLE INSERTION		SERIES OF FOUR	
		mono	colour	mono	colour
Whole page	265 x 220	£739.00	£883.66	£614.72	£759.36
Half page (portrait)	265 x 105	£405.15	£513.93	£315.24	£424.02
Half page (landscape)	127 x 220	£405.15	£513.93	£315.24	£424.02
Quarter page	127 x 105	£245.31	£330.78	£197.58	£283.05
Special positions + 10%					

PRODUCTS & SERVICES single column centimetre £16.50 £22.00 £13.20 £17.60

SITUATIONS VACANT single column centimetre £20.90 £27.50

single column width 65mm double column width 140mm treble column width 220mm
Advertising agency discount 10% All rates exclude VAT

LOOSE INSERTS A5 sheet (up to 6g) £455.00 A4 sheet (up to 10g) £510.00

COPY REQUIREMENTS

High resolution (press ready) PDF with CMYK images and postscript fonts embedded.
Or Apple Mac QuarkXpress 6.5 artwork on CD together with all picture files, logos and fonts. Image resolution 300dpi. Please supply a hard copy if Quark file supplied.
An artwork and setting service is available but may be charged at cost.

PUBLICATION AND COPY DATES

Issue number:	No 1	No 2	No 3	No 4
Publication dates:	Feb/March	May/June	Aug/Sept	Nov/Dec
Space reservation by:	January 13	April 7	July 14	October 13

ADVERTISEMENT DEPARTMENT CORNERSTONE

Hall-McCartney Ltd
Heritage House
PO Box 21
Baldock
Hertfordshire
SG7 5SH

T 01462 896688

F 01462 896677

E spab@hall-mccartney.co.uk



CORNERSTONE

THE MAGAZINE OF THE SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS

INFORMATION AND ADVERTISEMENT RATES



This unique opportunity to target the leading authority on conservation, provides advertisers with a high quality audience of historic building owners and professionals who are historic building conservation specialists.

The benefits of advertising in



- ◆ Access to a well defined and high quality audience that includes professionals who will specify or recommend, plus historic homeowners and property developers.
- ◆ The SPAB's status as a leading authority on conservation, and as a useful reference source, prolongs the life of advertisements.
- ◆ Although the SPAB will not endorse products and services, readers are aware that advertisers are vetted for relevance and understanding of SPAB principles.
- ◆ CORNERSTONE focuses on all periods of the UK's architectural history.
- ◆ Members include the majority of the UK's leading conservation specialists. Their education may have commenced on one of the SPAB's training schemes such as the annual scholarship training programme for young architects, building surveyors and structural engineers.



The Society's official publication is a 64-72 full colour quarterly magazine. It is sent to 7,800-8,200 members. The readership includes architects, surveyors, town planners, local authority conservation officers, engineers, builders, craftsmen, interior designers and homeowners. At least 60% live in old or historic houses. Only available to members with their copy of CORNERSTONE *The Properties List of Old Buildings for Sale in Need of Repair* is aimed at finding sympathetic and principled developers.

The magazine offers heritage news, casework, technical advice, special features, a comprehensive book review section and has 80-90 regular advertisers.

In addition to regular main features on traditional materials and repair techniques, CORNERSTONE campaigns on a wide range of conservation issues. Extensive coverage of controversial topics like architectural theft and airport expansion has attracted nationwide media publicity.

The society



Founded by William Morris in 1877, SPAB is the largest, oldest and most technically expert conservation body campaigning to preserve old buildings.

SPAB is a charity (no. 231307) funded mainly by subscriptions, donations and legacies. It plays a formal part in the planning system and under the Town and Country Planning Act must be notified of all applications to demolish or partly demolish listed buildings in England and Wales. SPAB is asked to comment each year on hundreds of cases of every conceivable type of structure from farmhouses to mansions or from little churches to cathedrals. SPAB still works to the principles in William Morris's 1877 Manifesto, based on conservative repair, respect for the past and regular maintenance. There is free telephone technical advice to members.

Membership offers access to programmes of lectures and visits. People who have trained through the Society's Scholarships and William Morris Craft Fellowship Programmes care for many important buildings in the UK.

SPAB lobbies the government on issues affecting old buildings and publishes low cost technical leaflets.

