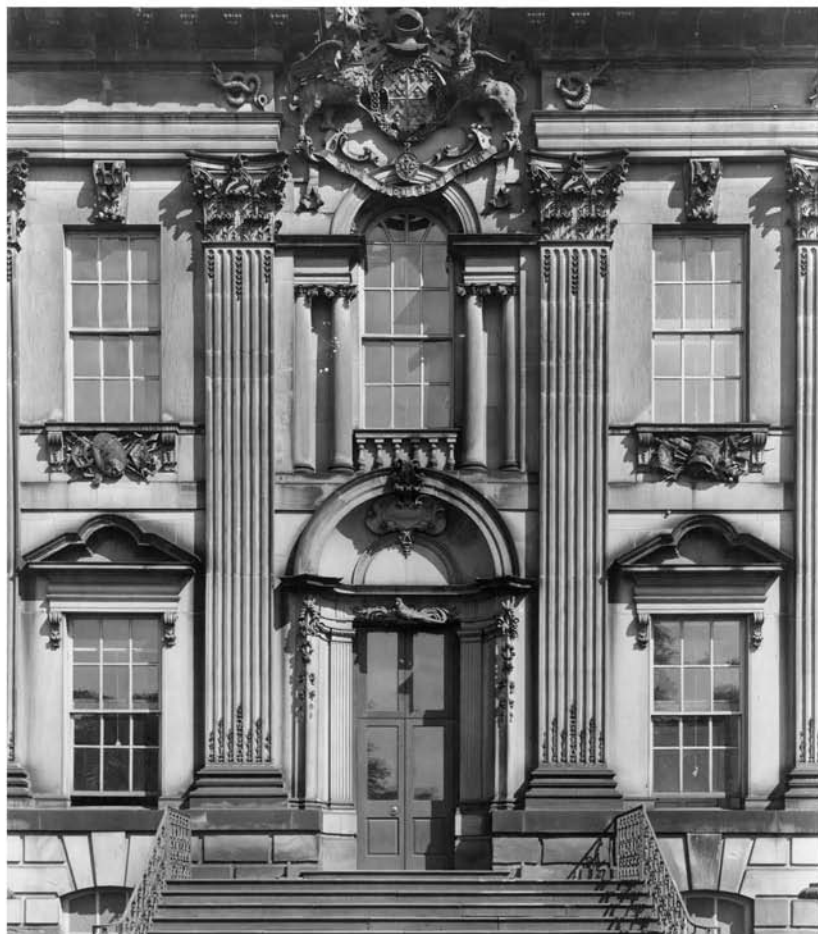


Information and Advertisement Rates



*The*GEORGIAN

The magazine of the Georgian Group



Origin

The Georgian Group was founded in 1937 to save Georgian buildings, monuments, parks and gardens from destruction or disfigurement and, where necessary, to encourage their appropriate repair or restoration. It also aims to stimulate public knowledge of Georgian architecture, town planning, and of Georgian taste in the decorative arts, design and craftsmanship.

Status Today

It is a registered charity (no. 209934), a National Amenity Society for England and Wales with grants from central government and a Statutory Consultee on alterations to listed Georgian buildings involving demolition and alteration as legislated in the 1971 Town & Country Planning Act.

The “Age of Elegance”

The Georgian era, nominally from 1714-1837, saw the construction of some of our greatest buildings, such as St Paul’s Cathedral, Somerset House and country houses of the grandeur of Blenheim Palace. Today there are also thousands of smaller surviving Georgian houses in our towns and cities. In general, buildings of this period display similar characteristics, aesthetically pleasing symmetry and meticulous attention to detail. Many features of this era are promoted by today’s construction industry in response to the popularity of period style property for new build or refurbishment.

Georgian Style

The early Georgian years were dominated by the style of the Italian architect, Andrea Palladio, inspired by classical Roman and Greek architecture. From the 1760’s, the neo-classical style of the Adam Brothers became fashionable. Bold, austere features were replaced by more elaborate and intricate designs. Finally, during the Regency period from 1811-1830, a more casual, less formal style became popular.

Architectural Features

Examples include Roman columns, arch-topped venetian windows, classical motifs and imagery, sweeping staircase halls, pointed casement windows, parapets, counter-weighted sash windows, wrought iron balconies and verandas, parquet wooden floors and highly decorated ceilings with relief plasterwork. Georgian fireplaces became world famous. Colour and patterns changed dramatically with the introduction of pastel paints and, by the end of the eighteenth century, luxury wallpapers were imported from China.



TheGEORGIAN Magazine

The Group’s official magazine, *TheGEORGIAN*, is published three times a year and distributed to all members. *TheGEORGIAN* plays an important role in providing communication to members. It contains vital information, with regular features on buildings at risk, practical tips for owners of Georgian properties, restoration projects - both exterior and interior, casework, art, news, reviews, events and activities.

Readership Information

There are currently 3,500 Members who are:

Owners of or investors in Georgian houses (a significant number of which are of historical importance); Interested in Georgian architecture, preservation, restoration and decoration of buildings; Professionals working in the fields of art, architecture, conservation, curation, academia and law.

Members join the Group to further their interest in Georgian architecture, to have the opportunity to meet with like minded individuals, to gain useful advice on current restoration/conservation projects and to take part in the comprehensive activities programme.

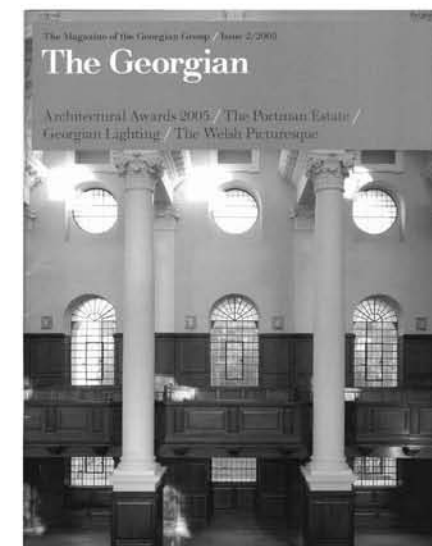
Benefits of Advertising

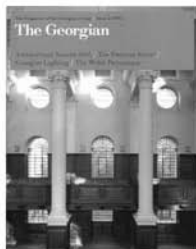
The Georgian magazine offers you the opportunity to specifically target members of this highly influential and affluent group, in a publication that they look to for information and advice. Members are committed to the preservation and conservation of Georgian buildings and with 40% of listed buildings in England and Wales being Georgian or containing Georgian work, this is a highly lucrative market in which to promote your products and services.

Other Publications

An annual journal is produced by the group which is recognised as the leading compendium of academic research on the Georgian period.

The Georgian Group also produces a wide range of books and pamphlets containing practical advice for the house-owner and the conservation professional.





The GEORGIAN

Advertisement Rates

	Dimensions Height x Width	Single Insertion		Series of Two	
		Mono	Col	Mono	Col
Full page	237 x 175	£352	£475	£280	£400
Half page	237 x 85 (vertical)	£233	£315	£184	£275
Half page	116 x 175 (landscape)	£233	£315	£184	£275
Quarter page	116 x 85	£162	£220	£130	£190
Eighth page	55.5 x 85	£86	£120	£71	£105
Bleed page	276 x 216	Trim page	270 x 210		

Classified Advertisements: £12.00 per sec Situations Vacant: £18.00 per sec

All advertisement Rates are per insertion and exclusive of VAT

Advertising Agency Discount: 10%

Single column width: 42mm Double column: 90mm

Three column: 138mm Four column: 186mm

Depth of column: 270mm

Loose Inserts: A5 (up to 6g) £300.

A4 (up to 10g) £330. Other sizes and weights by arrangement.

The Georgian Group reserves the right to refuse advertisements or inserts at its own discretion.

Copy Requirements

Disk; Platform— Apple Mackintosh

Programme— Quark Express 3.3, 4.1, Include all scans, files and fonts, together with hard copy print out from the disk supplied.

An artwork and setting service is available, but may be charged at cost.

Publication Dates

May

November

Space Reservations

25 March

6 October

Advertisement Department

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