

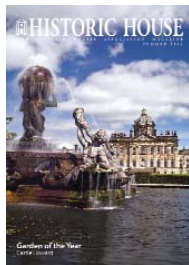


# HISTORIC HOUSE

THE HISTORIC HOUSES ASSOCIATION MAGAZINE



# HISTORIC HOUSE THE MAGAZINE



**EDWARD HARLEY'S AGM SPEECH**

BY KIRSTIN PRISK

At the AGM of the Historic Houses Association, Edward Harley, Chairman, gave the following speech:

It is a pleasure to be here with you all today. I have enjoyed my time as Chairman and I am sure you will all agree that the Association has achieved a great deal in the last year. I am sure that you will all agree that the Association has achieved a great deal in the last year. I am sure that you will all agree that the Association has achieved a great deal in the last year.

**FOCUS ON PORT ELIOT**

BY WILL PRYCE

Port Eliot is a beautiful and historic estate in Dorset. It is a beautiful and historic estate in Dorset. It is a beautiful and historic estate in Dorset. It is a beautiful and historic estate in Dorset. It is a beautiful and historic estate in Dorset.

**LAST WORD**

BY WILL PRYCE

**Becoming philanthropists**

It is a pleasure to be here with you all today. I have enjoyed my time as Chairman and I am sure you will all agree that the Association has achieved a great deal in the last year. I am sure that you will all agree that the Association has achieved a great deal in the last year.

**Museums at night**

BY KIRSTIN PRISK

Museums at night is a wonderful way to experience the history of a place. It is a wonderful way to experience the history of a place. It is a wonderful way to experience the history of a place. It is a wonderful way to experience the history of a place.

**CASTLE HOWARD**

BY WILL PRYCE

Castle Howard is a beautiful and historic estate in North Yorkshire. It is a beautiful and historic estate in North Yorkshire. It is a beautiful and historic estate in North Yorkshire. It is a beautiful and historic estate in North Yorkshire.

**THE WALLED KITCHEN GARDEN AT KELMARSH HALL**

BY WILL PRYCE

The Walled Kitchen Garden at Kelmarsh Hall is a beautiful and historic garden. It is a beautiful and historic garden. It is a beautiful and historic garden. It is a beautiful and historic garden.

**BRITAIN'S BEAUTIFUL AND ACCESSIBLE GARDENS**

BY WILL PRYCE

Britain's beautiful and accessible gardens are a wonderful way to experience the history of a place. It is a wonderful way to experience the history of a place. It is a wonderful way to experience the history of a place.

**Historic House, the quarterly magazine of the Historic Houses Association, is published in February, May, August and November. Approx 20,000 copies of each issue are despatched to all Members (2,250 Full Members and 17,750 Friends households) which equates to 33,000 individual readers.**

## Advertising in Historic House

The magazine provides vital information to historic house owners about the issues that concern them, and is used as a method of communication for Members of the Association and for those offering products and services a means of contact with potential and existing clients.

The Members of the Association collectively represent a large and financially significant market when one takes into account the wide range of services and products they buy for the preservation, upkeep and maintenance of the properties and estates that they manage, together with the leisure facilities that many provide for the entertainment of the public visiting their properties.

Historic House magazine also offers an opportunity to reach a large body of individuals who by becoming 'Friends' have expressed an interest in, and support the aims of the Association as well as enjoying visiting the 300 member properties that are open to the public.

## Loose inserts

Historic House offers an extremely successful loose insert service, providing an opportunity to reach either 'Full' Members or Friends, or both, at a fraction of the cost of a direct mailing. Standard charges apply for inserts up to 15gms in weight. Heavier inserts are accepted subject to a separate quotation which will be based on weight.

# HISTORIC HOUSES ASSOCIATION **MEMBERSHIP**

There are four categories of membership



## **Full Members**

Private owners of houses and gardens throughout the United Kingdom, including corporate or institutional bodies. The properties will be architecturally important, sometimes with historic connections and generally listed.



## **Successor Members**

Sons and daughters of owners or individuals in line to inherit (whether the present owner belongs to the Association or not).

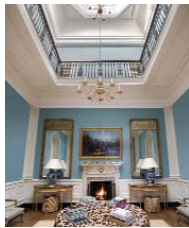


## **Friends**

Individuals or families who do not own historic houses but who have an interest in and enjoy visiting them and their gardens and subscribe to the aims of the Association. They form a body of enlightened support.

## **Corporate Membership**

Professional and commercial companies, heritage bodies, museums and galleries, curators and conservators whose business is involved with historic houses/landscapes.



**The practical benefits of Corporate Membership include:** free admission to over 300 properties by means of four transferable membership cards; invitations to seminars, conferences and the national AGM which are only open to Members; free Listing in the *HHA Directory & List of Members* and a free copy of the Directory; free copy of the Association's Annual Report and quarterly *Historic House* magazine; discounted special rates on advertisement space in all HHA publications; and priority booking on stand positions at the Historic Buildings, Parks and Gardens Exhibitions and 10% discount off the rate of all sizes of display stands.

## **The Directory and List of Members**



The Directory, produced annually, consists of over 130 pages of information, including an A-Z of Member properties, a regional breakdown and details of Family, Successor and Corporate Members. Also included are details of museums, societies, trusts and associations involved in Heritage and Conservation, making this a very useful publication frequently referred to by Members during the year.

Published in May and distributed to all Full, Family, Successor and Corporate Members, the Directory offers an excellent opportunity for promotion which can be used to maximum effect by taking an advertisement, which will ensure that Members are reminded of the products and services you provide for the next twelve months in a publication which is used as a constant source of reference.

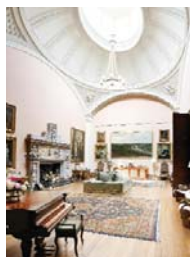
# HISTORIC HOUSES ASSOCIATION THE ASSOCIATION

**The Historic Houses Association “assists private owners to maintain the United Kingdom’s Historic Houses and Gardens... for the benefit of the nation and for future generations”**



Formed in 1973, the HHA represents a group of highly individualistic and diverse properties ranging from palaces and castles to small manor houses.

The Association has in membership over 1,500 such properties, including virtually all the finest historic houses and estates in Britain.



The Association’s concerns include not only the buildings themselves but also their contents and surrounding landscapes. Broad advice is available to Members via its quarterly magazine, *Historic House*, advisory manuals, a programme of seminars and through a team of specialist consultants.

Key issues in which the HHA is currently engaged include Capital Gains Tax relief, VAT on listed buildings repairs, Inheritance Tax, planning consent for listed buildings, statutory listing of chattels, statutory listing of gardens.

## ADVERTISING RATES

Advertisement (height x width in mm)	1 Issue		2 Issues		4 Issues	
	Mono	Colour	Mono	Colour	Mono	Colour
Full page (270 x 180)	£655	£790	£621	£726	£590	£667
Trim size (297 x 210) Bleed size (303 x 216)						
Half page	£415	£494	£395	£460	£375	£432
Vertical (270 x 88) Horizontal (133 x 180)						
Quarter page (133 x 88)	£261	£354	£247	£334	£235	£314
Eighth page (62 x 88)	£174	£226	£160	£208	£152	£196

### Advertisement deadlines

Issue	Spring	Summer	Autumn	Winter
Month published	February	May	August	November
Copy deadline	12 January	31 March	30 June	29 September

### Loose insert service

Weight (per item)	Whole Membership (20,000)	Just the Full Members (2,250)
4-10gms	£780	£220
11-15gms	£910	£270

Inserts over 15gms will be subject to a separate quotation.

Advertising agency discount 10%. All advertisement and loose insert rates are plus VAT.

Please note that all advertisements and loose inserts are vetted by the HHA and a sample of loose inserts should be supplied to the publishers for approval well in advance of the publication date.

### Publishing department and advertisement office

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