

WALKING ROUTES



Pinnacle

Magazine of Churches Conservation Trust

Rate Card 2024

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Churches Conservation Trust

Churches Conservation Trust (CCT) is a national charity saving historic churches at risk.

We operate the third largest heritage estate in charitable ownership in the UK and have saved over 350 churches vested in our care, attracting almost 2 million visitors a year. Our unique collection of churches comprises mostly Grade I and II* listed buildings and Scheduled Ancient Monuments, including irreplaceable examples of architecture, archaeology, and art from 1000 years of the nation's history.

The Trust is supported by its loyal members and supporters, statutory funding from the Department for Digital, Culture, Media and Sport (DCMS) and the Church Commissioners, and other grant funders and charitable trusts. As part of CCT's agreement with the Church Commissioners, we agree to take on new vesting's each year, and in accordance with our agreement with DCMS, CCT supports key Government initiatives including the current levelling up agenda.

Churches in CCT's care are enjoyed as cultural, social, tourism and educational resources, and are kept open, in use and living in the heart of communities.

The Magazine

CCT's supporter magazine, Pinnacle, is published as a high quality B5 publication in full colour three times per year, in the spring, summer and autumn. With news, features, and interviews covering the whole range of the organisation's work, including CCT's award-winning conservation projects, Pinnacle attracts a wide-ranging audience; including individuals passionate about historic buildings, ancient construction techniques, heritage craft skills, innovative outreach projects, and beautiful spiritual spaces.



The audience

Pinnacle is distributed to an ever-increasing number of supporters and stakeholders, currently approx. 5,000 comprising:

- CCT members, who are typically affluent heritage lovers
- Volunteers, who are actively engaged in the day-to-day running of churches, and in specifying church maintenance works
- Key stakeholders, partners, and suppliers, including incumbents, other heritage organisations, and building construction professionals

We grow the number of supporters of the organisation through the readership of our communications, fundraising, community engagement, and our events, volunteering, and educational programmes.

The opportunity

Advertising in Pinnacle magazine provides direct access to professionals who commission and undertake the conservation of historic buildings, including both interior and exterior features. The publication also reaches audiences with a passionate interest in history, culture, and architecture, who travel in person to visit heritage sites, and often live in period homes.

Church conservation involves the use of a wide range of materials and professional services, including:

ACCOUNTANTS • ARCHITECTS • BRICKWORK • CONSERVATORS • ENVIRONMENTAL PLANNERS • JOINERY • LEADED LIGHTS • METALWORK • ORGAN REPAIR • PAINTS • PLASTERWORK • RAILINGS • RAINWATER GOODS • ROOFING • ROOF TILES • SIGNAGE • STAINED GLASS • STATUARY • STONE CLEANING • STONEMASONS • SURVEYORS • TILES • WINDOW SPECIALISTS • WOODWORK • ETC



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Publication Date
Copy Dates

5 April 24
23 Feb 24

26 Jul 24
13 Jun 24

18 Oct 24
5 Sept 24

ADVERTISEMENT RATES

Please reserve the advertisement space indicated below: TICK AS APPROPRIATE ALL PRICES EXCLUDE VAT

mm height x width	1 issue		3 issues	
	Full colour		Full colour	
Full page bleed size 246 x 174	<input type="checkbox"/> £760		<input type="checkbox"/> £685	
Full page trim size 240 x 168				
Full page text grid 215 x 148	<input type="checkbox"/> £760		<input type="checkbox"/> £685	
Half page horizontal 105 x 148	<input type="checkbox"/> £440		<input type="checkbox"/> £395	
Half page vertical 215 x 72	<input type="checkbox"/> £440		<input type="checkbox"/> £395	
Quarter page 105 x 72	<input type="checkbox"/> £315		<input type="checkbox"/> £280	
Loose inserts up to A4	up to 6g <input type="checkbox"/> £425		up to 10g <input type="checkbox"/> £550	

15% premium for the OBC or IFC

10% premium for special positions

For advertisers booking a series of 3 advertisements there is a 10% discount as shown above.

PLEASE NOTE that all advertisements and loose inserts are vetted by Churches Conservation Trust and a sample of loose inserts should be supplied to the publishers for approval well in advance of the publication date.

COPY High resolution PDF with CMYK images and postscript fonts embedded. Adobe Photoshop JPEG minimum resolution 300dpi. An artwork service is available but may be charged at cost.