

# Rate Card & Media Pack 2026



## Historic Houses Handbook 2026

Immerse yourself in the wonders of hundreds of independent historic houses, castles, and gardens — including exclusive tours and unique places to stay



## How to use this book

### One book, three types of access

We want this book to inspire you to pay us a visit — so we've listed all the ways you can do that, in one place, to get your imagination going.

Make sure you're aware of which section of this book you're looking at. We list three **different** ways you can see inside our homes and gardens. They all work differently.

### Section one: free for members

Those of us listed in the first part of this book offer you free access on days when we open to the public for visiting. Some of us might have to change our offers during the year, though, so always check with us before travelling.

### Section two: Invitation to View

Houses in this section are generally private, but the owner will schedule occasional tours to places or parts you can't otherwise see. Usually they'll show you round themselves. These tours are listed on our website when they're announced. Remember, even Historic Houses members have to pay for this very special experience.

### Section three: historic stays

Unlike 'museum' houses, many of us also offer the chance to stay the night in our homes. In some

places you can take a guest room and have breakfast alongside owners and families, while others might let you hire the whole house for the celebration of a lifetime. All bookings and payments are made directly with houses.

### What3words

All too often, a farm drive, locked gate, or stable block shares the same post code as a visitor car park or ticket kiosk; satnav can lead the unsuspecting astray. That's why we've partnered with the app **what3words** to provide accurate locations for you. Where you see three random words preceded by /// and separated by dots, they are the exact address of a three-metre by three-metre spot that is precisely where you need to head. For example, ///shops.chap.ranges is the exact location of the visitor carpark entrance for Abbotsford. The free app is available to download at [what3words.com/products/what3words-app/](https://what3words.com/products/what3words-app/)

### Our fold-out map

A map accompanies this book, marking both houses that are free to members and those that offer pre-booked private tours (which are not free for members). There is also a zoomable and searchable map on our website.




## FOR YOUR LIVELIHOOD. FOR YOUR LEGACY. FOR GENERATIONS.

Rural life is about finding balance. A respect for what's gone before, what's been done for generations, whilst finding room for what comes next. With over 60 years of arranging bespoke estates, household and farms insurance, financial services, and commercial and bloodstock insurance, we know the value of heritage and experience. Speak to us and you'll soon appreciate the breadth of our specialist knowledge and the depth of resources that are continually evolving for today's demands and your individual plans. Because your legacy, is yours to create, we're just here to facilitate.

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# Nothing tells a nation's story like its homes.

Historic Houses represents Britain's largest collection of independently owned, lived-in, historic houses, castles and gardens.

Historic Houses annually prints an A5 perfect bound, full colour, 154 page handbook with a print run of 70,000+.

The Handbook is used and referred to constantly. It's a source of inspiration for planning days out and holidays. Its with members when at home but also on their travels and when on holiday either, in the coat pocket or in the car. The Handbook is there when people are thinking about booking accommodation, choosing other tourist destinations, memberships, buying equipment or luxuries related to holidays and days out in Britain (clothing, food and drink, etc).

Read extensively by our 85,000 members who visit historic houses and gardens, book tours and accommodation in historic venues. In addition, it also reaches 1,500 historic house owning members which includes virtually all the finest historic houses and estates in Britain.

Our members collectively represent a large and financially significant market.

The Handbook provides inspiration and ideas of historic houses and gardens for people to visit. 26 million visits are made to Historic Houses member properties each year.



## SAVED FOR THE NATION

Alongside regular auctions the experts at Duke's carry out specialist valuations for inheritance tax assessment and insurance throughout the UK and abroad. Duke's also advise on Heritage issues, acceptance in lieu of tax, sales under the cultural gifts scheme and private treaty sales to the nation.



**THOMAS GAINSBOROUGH (1727 - 1788)**

four portraits of the Tugwell family, 76cm x 63.5cm

Accepted in lieu of inheritance tax by HM Government  
from the collection of the late Sir Merlyn Medlicott.  
Allocated to the No 1 Royal Crescent, Bath.

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## Invitation to View Tours



Photo courtesy of The Summer House

### KEY TO SYMBOLS

- |   |                                   |
|---|-----------------------------------|
| Reachable by public transport with moderate walking | Exclusive tours for members       |
| Good Journey Mark property <sup>i</sup>             | Light refreshments <sup>iii</sup> |
| Mostly wheelchair accessible <sup>ii</sup>          | Substantial meal <sup>iv</sup>    |
| Garden tour only                                    | Offers historic stays             |
| Pet friendly <sup>ii</sup>                          | Including alcoholic beverage      |
| Greeted or guided by the owner                      |                                   |

- i. Some historic houses have gained the Good Journey Mark and offer discounts when you arrive by train, bus, bike or foot. [goodjourney.org.uk](http://goodjourney.org.uk)
- ii. Check the property's website for detailed step-free access coverage and pet policy.
- iii. Light refreshments: Beverage with cakes, biscuits, or small sandwiches.
- iv. Substantial meal: hot food or a cold savoury buffet in addition to light refreshments.

# The Readership

- Typically fall into the Mosaic groups C (Country Living) or B (Prestige Positions). They tend to be affluent homeowners, often retired and living comfortably.
- More than half live in houses with four or five bedrooms.
- 90% are aged 46 or over; 78% are aged 56 or over
- 26 million visits are made to Historic Houses member properties every year (to put that in context, 24.5 million visits are made to National Trust historic houses each year).

Visitors to historic houses and gardens, interested in events, art, architecture, history and culture, lifestyle products, home improvements, gardening, cars, food and drink.

**Historic House Handbook Circulation: 60,000 - 70,000 +**

- 42,000+ members households (85,000+ individual members)
- 1500+ house members who are historic house owners.
- 15,000+ new member households throughout the year.

# Handbook Advertising Rates 2026

If you are interested in advertising in Historic House Handbook please contact Maz Oakley on 01462 896688 or email [maz@hall-mccartney.co.uk](mailto:maz@hall-mccartney.co.uk)

## ADVERTISEMENT

(height x width in mm) Colour

Full page (194 x 128) £1200

Trim size (210 x 148)

Bleed size (216 x 154)

Half page Vertical (182 x 58) £800

Half page Horizontal (89 x 120) £800

Quarter page (89 x 58) £575

Cover positions may be available, price on application.

Advertisement copy deadline 16th October

Month published December 2025

Copy requirements: high resolution (press ready) PDF with CMYK images and postscript fonts embedded.

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

Please note that all advertisements are vetted by Historic Houses and should be supplied to the publishers for approval well in advance of the publication date.

For more information, please visit [historichouses.org](http://historichouses.org) or [hall-mccartney.co.uk](http://hall-mccartney.co.uk)

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