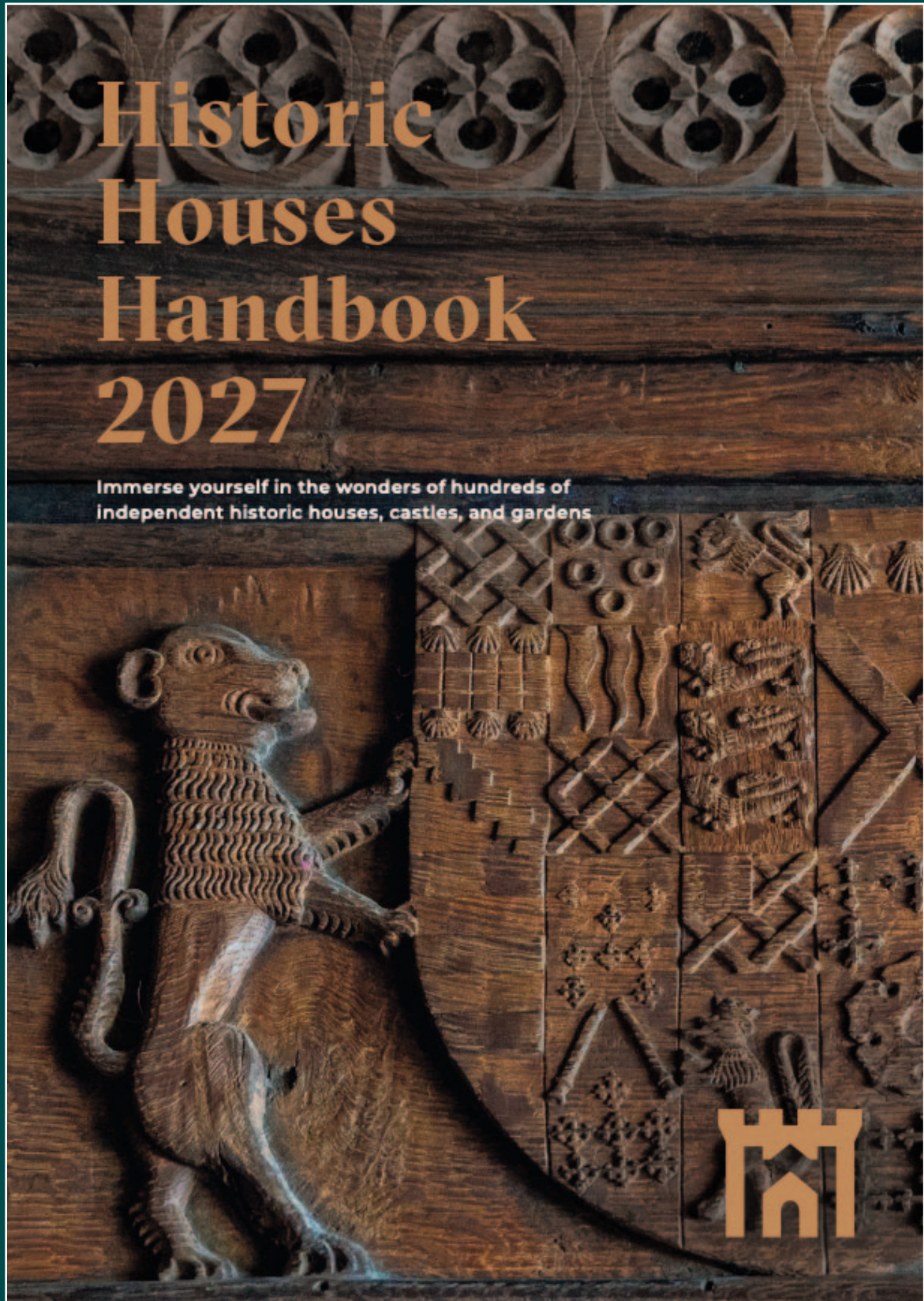


Rate Card & Media Pack 2027



Historic Houses Handbook 2027

Immerse yourself in the wonders of hundreds of independent historic houses, castles, and gardens



How to use this book

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 two **different** ways you can see inside our homes and gardens. They 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.

Historic stays

Unlike 'museum' houses, many of us also offer the chance to stay the night in our homes. This is indicated

by the historic stay symbol . Further details are available on our website, historichouses.org. 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/

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 and app.

Access to markets for the most challenging risks



With over 30 years' experience of listed property ownership, we understand the complexity of owning and managing multiple assets and our team offer you real insurance expertise with the highest levels of service. We can even review your existing cover, and advise you (at no cost) whether we feel that the premium represents fair value and your policy is delivering your insurance needs.

As a fully-accredited Lloyd's broker, we have direct access to a unique pool of underwriting expertise in the Lloyd's global marketplace. This enables us to use our specialist knowledge to locate the best underwriters and negotiate the most favourable contractual terms for our customers, bringing world-class support to our network.

Particularly personal service and specialist advice.

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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.

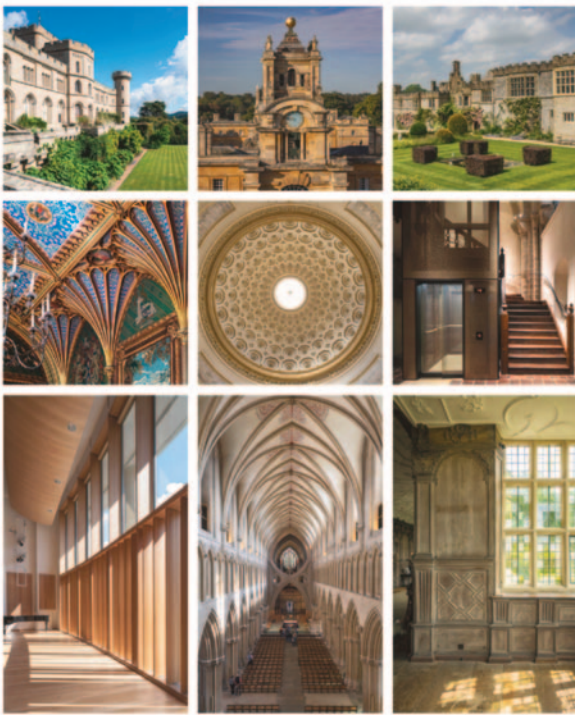
Historic Houses annually prints an A5 perfect bound, full colour, 132 page handbook with a print run of 70,000+.

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.



NICK COX ARCHITECTS

Nick Cox Architects combines experience and expertise in conservation with an enthusiasm for new and innovative design solutions. Our clients include Blenheim Palace, Woburn Abbey, the Churches Conservation Trust, the National Trust, Birmingham, Bristol, Lincoln and Wells Cathedrals, The Goldsmiths' Company and award winning work at Winchester Cathedral.

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 e: info@nickcoxarchitects.co.uk

Free for Members



KEY TO SYMBOLS

- | | |
|---|--|
| Reachable by public transport with moderate walking | Free entry to the gardens only |
| Good Journey Mark property ¹ | Pet friendly ² |
| Mostly wheelchair accessible ² | Guides, playgrounds or trails available for children |
| Free parking available for members | Café or restaurant |
| Parking available – charges apply | Shop |
| No parking available | Picnic area |
| Bicycle storage facilities | Parkland or open space available |
| Offers historic stays | |

¹ Some historic houses have gained the Good Journey Mark and offer discounts when you arrive by train, bus, bike or foot. goodjourney.org.uk

² Check the property's website for detailed step-free access coverage and pet policy.

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

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(height x width in mm) Colour

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Bleed size (216 x 154)	

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Half page Horizontal (89 x 120)	£800
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Quarter page (89 x 58)	£575
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Cover positions may be available, price on application.

Advertisement copy deadline 16th October

Month published December 2026

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 or hall-mccartney.co.uk

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