



DIRECTORY OF  
HISTORIC HOUSES

Media Pack 2018



# 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. The Directory reaches over 2,500 historic house owning members which includes virtually all the finest historic houses and estates in Britain. The members collectively represent a large and financially significant market.

The directory includes:

- A-Z listing of all historic house member properties and a separate A-Z listing of members by name
- names and addresses of museums, societies, trust, associations and other useful organisations involved in heritage and conservation
- Corporate members of historic houses have a separate index, where they are listed under the services they provide to house members



# The opportunity

Published each year, the Directory is distributed to all house members, next generation, associates and corporate members of Historic Houses.

Promoting in the Directory will ensure that your company or organisation is at the forefront of members' minds for the next 12 months, providing the opportunity to advertise products and services for the preservation, upkeep and maintenance of properties ranging from palaces and castles to small manor houses.

**Owners** (house members of Historic Houses) who own historic houses, castles and gardens in the UK, are interested in companies that provide services to historic houses and gardens. These include, for example, architectural services, fine arts, auction houses, insurance, home security, legal and tax advice amongst others.

**Professional employees** working at historic houses, interested in home and garden products, professional advisory services and contractors amongst others.

All images provided courtesy of Historic House magazine.



# Directory Advertising Rates 2018

If you are interested in advertising in the Directory of Historic Houses please contact Mariam Oakley on 01462 896688 or email [historichouse@hall-mccartney.co.uk](mailto:historichouse@hall-mccartney.co.uk)

ADVERTISEMENT (height x width in mm)	Colour
Full page (250 x 190)	£1000
Trim size (270 x 210)	
Bleed size (276 x 216)	
Half page	£700
Vertical (250 x 93)	
Horizontal (123 x 190)	
Quarter page (123 x 93)	£550

Special position + 10%

## Advertisement deadlines

Month published	November 2018
Copy deadline	20 August 2018

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 and loose inserts are vetted by Historic Houses and a sample of loose inserts 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)

Publishing department and advertisement office, contact Mariam Oakley for enquiries:

Hall-McCartney Ltd, Heritage House, PO Box 21, Baldock, Hertfordshire SG7 5SH

Telephone: 01462 896688

Email: [historichouse@hall-mccartney.co.uk](mailto:historichouse@hall-mccartney.co.uk)

Web: [www.hall-mccartney.co.uk](http://www.hall-mccartney.co.uk)