

Historic House



THE HISTORIC HOUSES MAGAZINE | WINTER 2018



2019 Media Pack

HOME IS WHERE

the history is

ELEANOR DOUGHTY MEETS
THE EARL AND COUNTESS
OF DEVON - CHARLIE AND AJ
PHOTOGRAPHY BY THE CURRIES
AND JOHNSON BANKS

8 | Charlie and AJ in the family archives

POWDERHAM CASTLE, DEVON

In 100 years, when historians are writing the history of country houses in the 21st century, they will surely include Powderham Castle. After all, it has been in the history books every year since 1391, when building work started on this compact fairytale castle, and its family, the Courtenays, every year since 1150 when they arrived in Okehampton, West Devon, fresh from the Second Crusade.

Powderham's residents today, the Earl and Countess of Devon - Charlie and AJ (short for Allison Joy) to absolutely everyone - like the 28 generations before them to live at Powderham, will be worthy of record. Charlie, the 19th Earl, 42, is an intellectual property lawyer and history buff; AJ, his wife, 43, is a former Baywatch actor, an outspoken Jewish feminist who doesn't believe in primogeniture.

The last two years have been rather a blur for the Devons, who moved to Powderham in 2015. Before that, after an 18-month sojourn in London, home was California, where AJ was brought up, and where the couple met in a bar. The transition from LA life to a 14th-century castle in Devon was dramatic to say the least. 'We moved here when the Powderham manager was retiring, and rather than hiring a new one, the idea was that we would do the job.' But the week they started work, Charlie's father died. 'Everything collapsed,' he explains. 'We came for a visit, and then didn't come home,' AJ says. Suddenly, it was 'an actress and a lawyer running the estate! As much as Charlie knew about Powderham, it was never run with a solid business structure.'

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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. Its quarterly magazine, *Historic House*, reaches over **50,000** members who visit the houses and gardens and **2,300** 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 magazine contains features on its member properties and owners, including what it's like to live in and run a historic house, as well as an advice section for owners, and 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.

The magazine is themed around rooms of a historic house with sections that include The Garden Room (gardening feature), The Library (book reviews), The Games Room (crossword), The Guest Room (a guest writer) and The Pantry (recipes from member properties) amongst others.

AT HOME WITH Hopwood

AT HOPWOOD HALL

As an American I have always been interested in genealogy, which probably derives from my parents naming me Hopwood.

My grandfather, also named Hopwood, used to tell me intriguing stories about our family forebears and an ancestral 'castle' in England named Hopwood Hall. Of course, I thought even if it did once exist it must have disappeared centuries ago.

One night, while living in Los Angeles as a filmmaker and actor, I was browsing an ancestry website. Suddenly, I made a discovery that fascinated me: Hopwood Hall was still standing. I located an email address, sent a quick note and headed to bed.

The next morning, to my amazement, I had a response saying Hopwood Hall was in desperate need of my help and wondering if I would be coming to England any time soon. Instantly, I felt like I was living IN a film...

Cut to today and I am now a resident of England. In short, I sold my home in the Hollywood Hills and left my entire life behind for my most unexpected adventure so far: to rescue the now-derelict Hopwood Hall estate from extinction.

With original timbers dating to 1426, the grade II*-listed Hall has been on Historic England's At Risk register for years. It is in Middleton, 7 miles north of Manchester city centre.

From the moment I walked into Hopwood Hall, I was overwhelmed by its heritage. If Hopwood Hall were located in the United States it would be the oldest timber-framed house in America by 200 years. George Washington would have considered it old. Yet experts say that in a few years it could be lost forever. If I am the only Hopwood currently on this earth in a position to save it, then I must.

Every day is filled with new and different challenges when trying to rescue a building that many considered 'lost'. I remain positive and passionate, and wake each day excited for the challenge, although along the way I realise I may be sacrificing sleep!

ood DePree



Hopwood DePree at Hopwood Hall

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).

Owners (house members of historic houses) who own both historic buildings and gardens, are interested in architectural services, fine arts, auction houses, insurance, home security, legal and tax advice.

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

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

Magazine Advertising Rates 2019

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Advertisement deadlines

Issue	Spring	Summer	Autumn	Winter
Month published	February	May	August	November
Copy deadline	21 January	22 April	22 July	21 October

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

Loose insert service

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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

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