



Historic Houses Yearbook 2020

ANNUAL REPORT & DIRECTORY



Media Pack 2021

Incorporating the Directory and Annual Report

Our members collectively represent a large and financially significant market.

Historic houses need £1.5 billion-worth of essential repairs and maintenance, of which nearly £500 million is urgent.

Owners constantly invest in the upkeep of their properties buying products & services for preservation and maintenance of the buildings and estates that they manage. Many are open to the public, offer weddings, conference facilities, Holiday accommodation, corporate hospitality days and are used as film sets.

Historic Houses represents Britain's largest collection of independently owned, lived-in, historic houses, castles and gardens. The Yearbook reaches 2,500 historic house owners which includes virtually all the finest historic houses and estates in Britain.

Published in October, the newly created Yearbook will combine the contents of the Directory of Historic Houses and the Annual Report in a high quality publication of 140 pages, specifically designed for members who are owners of historic buildings.



Foreword from our president

After 12 years of service to Historic Houses, I am pleased to announce that I will be stepping down from the role of President at the end of the year. It has been a privilege to work with you and the staff of Historic Houses over the past 12 years. I have enjoyed the challenge of leading the organisation and the opportunity to work with you to improve the way we work together. I will be leaving the role of President to my successor, who will be announced in the coming months. I will continue to be involved in the organisation in a part-time capacity. I would like to thank you for your support and for the opportunity to work with you. I will be stepping down from the role of President at the end of the year. I will continue to be involved in the organisation in a part-time capacity. I would like to thank you for your support and for the opportunity to work with you.

Simon Ryle

Seminars and events

CELEBRATING 100 YEARS OF THE NATIONAL TRUST

The National Trust is celebrating its 100th birthday in 2012. We are proud to be a member of the organisation and to support its work. We will be holding a series of seminars and events to mark the occasion. These will include a seminar on the history of the National Trust, a tour of a National Trust property, and a reception. We will also be holding a series of events to raise money for the National Trust. These will include a concert, a quiz, and a fundraising walk. We will be holding these events throughout the year. We will be holding these events throughout the year.



Commercial support

Historic Houses is a leading provider of commercial support for its members. We offer a range of services designed to help you manage your historic property and estate. Our services include:

- **Valuation and insurance:** We can help you to value your property and to arrange appropriate insurance cover.
- **Legal and tax advice:** We can provide you with expert advice on legal and tax matters.
- **Marketing and public relations:** We can help you to promote your property and to attract visitors.
- **Archaeological and historical research:** We can help you to uncover the hidden history of your property.
- **Conservation and maintenance:** We can help you to plan and carry out the necessary work to preserve your property.

For more information, please contact us on 01223 316100 or visit our website at www.historichouses.org.uk.

The Yearbook includes:

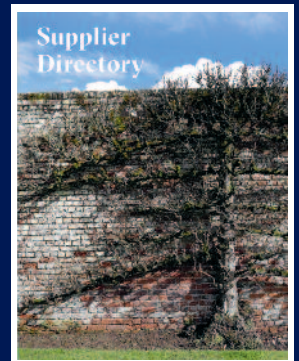
- Annual Report of Policy, Education, Awards, Tourism, Marketing, Accounts, Membership, Committees, Charitable partners
- A-Z listing of all historic house member properties and a separate A-Z listing of members by name
- Names and addresses of museums, societies, trust, associations and other useful organisations involved in heritage and conservation
- Corporate members index, listed under the services provided to house members

The opportunity

Through The Yearbook you will reach:

- Owners of Historic Houses and their Professional employees.
- Owners, are interested in architectural services, fine arts and auction houses, insurance, home security, legal and tax advice.
- Professional employees are interested in home and garden products, professional advisory services and contractors.

Promoting in the Yearbook will ensure that your company or organisation is at the forefront of members' minds for the next 12 months.





Yearbook Advertising Rates 2021

If you are interested in advertising in the Yearbook please contact Mariam Oakley on 01462 896688 or email maz@hall-mccartney.co.uk

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

Special position + 10%

Loose inserts	POA
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Advertisement deadlines

Publication Date	15 October 2021
Copy deadline	9 September 2021

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

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