

# Media Pack 2026

Incorporating the Directory and Annual Report

## Historic Houses Yearbook 2025

ANNUAL REPORT & DIRECTORY

Sponsored by



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.

# The Yearbook includes:

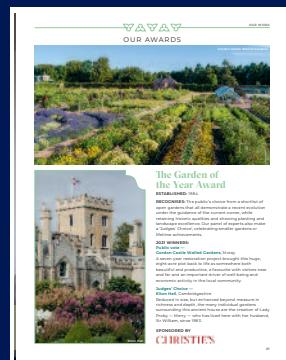
- Annual Report of Policy, Education, Awards, Tourism, Marketing, Accounts, Membership, Committees, Charitable partners
- A-Z listing of all historic house member properties and a separate A-Z listing of members by name
- Names and addresses of museums, societies, trust, associations and other useful 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 2026

If you are interested in advertising in the Yearbook 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 (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

Copy deadline	18 September 2026
Publication Date	31 October 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 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)

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