

# Pinnacle

Magazine of The Churches Conservation Trust

**Publication Date**  
**Copy Dates**

**March 14**  
**January 16**

**June 29**  
**May 3**

**October 26**  
**August 30**

## ADVERTISEMENT RATES

Please reserve the advertisement space indicated below: TICK AS APPROPRIATE  
 ALL PRICES EXCLUDE VAT

ADVERTISEMENT PRICES		1 issue	3 issues
mm height x width		Full colour	Full colour
Full page bleed size	246 x 174	<input type="checkbox"/> £740	<input type="checkbox"/> £665
Full page trim size	240 x 168		
Full page text grid	215 x 148	<input type="checkbox"/> £740	<input type="checkbox"/> £665
Half page horizontal	105 x 148	<input type="checkbox"/> £428	<input type="checkbox"/> £385
Half page vertical	215 x 72	<input type="checkbox"/> £428	<input type="checkbox"/> £385
Quarter page	105 x 72	<input type="checkbox"/> £300	<input type="checkbox"/> £270
Loose inserts up to A4		up to 6g <input type="checkbox"/> £400	up to 10g <input type="checkbox"/> £520

15% premium for the OBC or IFC

10% premium for special positions

For advertisers booking a series of 3 advertisements there is a 10% discount as shown above.

**PLEASE NOTE** that all advertisements and loose inserts are vetted by The Churches Conservation Trust and a sample of loose inserts should be supplied to the publishers for approval well in advance of the publication date.

**COPY** High resolution PDF with CMYK images and postscript fonts embedded. Adobe Photoshop JPEG minimum resolution 300dpi. An artwork service is available but may be charged at cost.



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Rate Card 2018



THE CHURCHES CONSERVATION TRUST

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## Magazine of The Churches Conservation Trust



### The Churches Conservation Trust

The Churches Conservation Trust is the national charity saving closed, historic churches in England. To date we have saved 350 churches all over the country, which attract almost 2 million visitors a year. Our unique collection of English parish churches includes irreplaceable architecture, archaeology and art from 1,000 years of history. With our help and with the support of our members they are kept open and in use – living once again at the heart of their communities.

The Trust is the operator of the third largest heritage estate in charitable ownership in the UK. We have an international, award-winning reputation in heritage conservation and regeneration. All of the churches in our collection are listed, mostly Grade I and II\*, and some are Scheduled Ancient Monuments. We also successfully operate a trading arm, which includes the very popular Champing - overnight stays in historic churches.

Since our foundation in 1969, we have valued the work of local volunteers supporting local churches. Over recent years, volunteering has become central to all that we do, with volunteer numbers now reaching 2,000 across the country. Without the extraordinary contribution of volunteers, we would not be able to carry out our award-winning work.

We are recognised leaders in conservation. In 2015, we won the coveted Europa Nostra Grand Prix Award and most recently we have the RICS East of England Project of the Year award for our work at Quay Place, Ipswich – a partnership with Suffolk Mind.

The CCT is supported by its members and by grants from organisations including the Department of Culture, Media and Sport, the Church of England, and the Heritage Lottery Fund.

### The Magazine

Pinnacle, is published as a high quality, perfect bound B5 publication in full colour 3 times a year. It contains articles about the CCT's conservation and regeneration work, alongside news, events and features on church and architectural history.



## The audience

Pinnacle magazine has a print run in excess of 3000, and the distribution is to:

- CCT members, who are typically affluent heritage-lovers
- Volunteers, who often take an active role in specifying and briefing church maintenance works
- Key partners and suppliers, who include heritage organisations and architecture and construction professionals.

## The opportunity

Pinnacle magazine provides direct access to professionals who commission and carry out the conservation of historic buildings, including both interior and exterior features. The publication also reaches those with a keen interest in culture, history and architecture, who frequently travel to see heritage-related sites and in many cases live in period homes.

Church conservation involves the use of a wide range of materials and professional services, including:

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