

Advertisement rates



Trimmed page size DEPTH X WIDTH (MM)
297 x 240

DISPLAY RATES

	DEPTH X WIDTH (MM)	SINGLE INSERTION		SERIES OF FOUR	
		mono	colour	mono	colour
Whole page (bleed)	303 x 246	£859	£1022	£715	£884
Whole page (grid)	265 x 220	£859	£1022	£715	£884
Half page (portrait)	265 x 105	£471	£596	£366	£492
Half page (landscape)	127 x 220	£471	£596	£366	£492
Quarter page	127 x 105	£284	£384	£228	£329

Special positions + 10%

PRODUCTS & SERVICES

Per SCC	£25	£31	£21	£27
1 Col 65mm, 2 Col 140mm, 3 Col 220mm				

SITUATIONS VACANT

Per SCC	£30	£37
1 Col 50mm, 2 Col 105mm, 3 Col 165mm, 4 Col 220mm		

Advertising agency discount 10%

All rates exclude VAT

LOOSE INSERTS

A5 sheet (up to 6g) £545	A4 sheet (up to 10g) £669
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COPY REQUIREMENTS

High resolution (press ready) PDF with CMYK images and postscript fonts embedded.

PUBLICATION AND COPY DATES

Issue number:	Spring	Summer	Autumn	Winter
Publication dates:	Mid March	Mid June	Mid Sept	Mid Dec
Space reservation by:	1 February	1 May	1 August	1 November

ADVERTISEMENT DEPARTMENT

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THE MAGAZINE OF THE SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS



MAGAZINE



INFORMATION AND ADVERTISEMENT RATES 2017



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The cobbled path to conservation

[illegible]

Above and below: Historic cobbled surface in front of the listed home in Kettlewell, Yorkshire



ROSE COTTAGE KETTLEWET

Members will no doubt recall the excellent work being undertaken on Devon Cabbles by the Devon Buildings Group (and others) and that the SPAB and Historic England held a conference on this subject last year. However, the threat to historic surfaces is not exclusive to the South West. The SPAB's *Cornwall, Towns* has been from

survive in part. However, like many other such villages and small towns, the historic structures in Kettlewell remain under threat from demolition and the loss of their historic character and value for proper maintenance and repair.

The image left shows the most delightful historic building in the village, a house outside the owner's home which is also a listed building. The owner, who is a local architect, has been advised that this particular building could be saved, but that the rest of the village would have to be pulled down. The village of Kettlewell, with its park and moorland and rural landscape, is a beautiful area. The lawson estate has been covered over with a modern road surfacing (presumably tar mac). The image right shows the road surface and a number of examples in a similar condition near where others have been underpinned or tarmacadamised.

In addition to the need for proper maintenance and repair, we are also aware that the cobbled gullies and drains in the village are in need of urgent attention. It is our intention to undertake illegally by means of the public.

"Ramps" of tarmac are laid over the historic cobble paving, and the road surface is a stark transition from the road onto driveways and parking spaces associated with dwellings.

The image right shows a number of unintended consequences which include causing blockages in the gullies during winter when the snow is shoveled out. In addition, the sitting water between the drains causes considerable ice hazards for both drivers and pedestrians.



Above and below: The cobbled gutter in Kettlewell has been covered by tarmac or removed altogether in places



The second problem I suggest is the lack of recognition of historic surfaces and the requisite means to ensure that they are cared for. A nonstop, skilled craftsmanlike who can

[illegible]

SPAB provides access to a well defined and high quality audience that includes professionals who will specify or recommend, plus historic homeowners and property developers.



The SPAB's status as a leading authority on conservation, and as a useful reference source, prolongs the life of advertisements.

Although the SPAB will not endorse products and services, readers are aware that advertisers are vetted for relevance and understanding of SPAB principles.

SPAB focuses on all periods of the UK's architectural history.

Members include the majority of the UK's leading conservation specialists. Their education may have commenced on one of the SPAB's training schemes such as the annual scholarship training programme for young architects, building surveyors and structural engineers.

Founded by William Morris in 1877, SPAB is the largest, oldest and most technically expert conservation body campaigning to preserve old buildings.

Membership offers access to programmes of lectures and visits. People who have trained through the Society's Scholarships and William Morris Craft Fellowship Programmes care for many important buildings in the UK.

SPAB lobbies the government on issues affecting old buildings and publishes low cost technical leaflets.