

# Advertisement rates



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## 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 |
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## SITUATIONS VACANT

|                                                   |     |     |
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Advertising agency discount 10%

All rates exclude VAT

## LOOSE INSERTS

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|---------------------|------|----------------------|------|
| A5 sheet (up to 6g) | £545 | A4 sheet (up to 10g) | £669 |
|---------------------|------|----------------------|------|

## 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

### SPAB MAGAZINE

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THE MAGAZINE OF THE SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS



# MAGAZINE



INFORMATION  
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RATES 2017



The Society's official publication is a 72-86 page full colour quarterly magazine. It is sent to 7,800-8,200 members, at least 60% of whom live in old or historic houses. The readership includes architects, surveyors, town planners, local authority conservation officers, engineers, builders, craftsmen, interior designers and homeowners.

The magazine offers heritage news, casework, technical advice, special features, a comprehensive book review section and has 80-90 regular advertisers.

In addition to regular main features on traditional materials and repair techniques, SPAB campaigns on a wide range of conservation issues. Extensive coverage of controversial topics like architectural theft and airport expansion has attracted nationwide media publicity.



Benefits of advertising

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 Society

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

SPAB is a charity (no. 231307) funded mainly by subscriptions, donations and legacies. It plays a formal part in the planning system and under the Town and Country Planning Act must be notified of all applications to demolish or partly demolish listed buildings in England and Wales. SPAB is asked to comment each year on hundreds of cases of every conceivable type of structure from farmhouses to mansions or from little churches to cathedrals. SPAB still works to the principles in William Morris's 1877 Manifesto, based on conservative repair, respect for the past and regular maintenance. There is free telephone technical advice to members.

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.

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.

Casework Viewpoint

The cobbled path to conservation

Joanne Needham discusses the continued threat to historic external surfaces

Buildings, understandably, contain the most prominent features of the historic built environment, but they are not the only elements in this rich tapestry. Indeed, historic street scenes are often defined by the carriage structures and hard and soft landscaping, buildings are important other than a backdrop which is of context and without narrative.

Seeing the historic built environment as a whole is highly important, not only to the conservation of the individual elements within it, but is a key to ensuring that it is placed centrally within society's approach to the whole of our built environment.

External surfaces are an important part of the picture that we need to think about in our streets, villages, towns and cities together. However, they are often overlooked and mismanaged, and perhaps in England, this is partly a consequence of them not being better protected through legislation. Yet historic surfaces make a huge contribution to the setting of some of our most important buildings. They also help determine a sense of place and contribute to the character and appearance of many of our villages, towns and other distinctive places.

Regional variations throughout the country are not just interesting in themselves but also important. External surfaces need to be regarded as being of importance to their own places. There is a historic, a cultural threat to historic surfaces from demolition, loss of maintenance and repair, and insensitive alterations. It is, however, heartening to know that there are many people who cherish and have a great affection for historic surfaces. For some, it may be the historical or aesthetic values that historically line a formal town square, for others it might be the traditional paving of a cobbled market place. Perhaps it is a duty and necessity to look on the edge of a village or town square leading down to a recreation ground, for many people these surfaces are the heart of their village.



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



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or perhaps, like me, you delight in all of the above and more! Members will no doubt recall the excellent work being undertaken on Driscoll Cottages by the Driscoll Buildings Group (and others) and the SPAB and Historic England held a conference on this subject last year. However, the threat to historic surfaces is not confined to the South West. The SPAB Casework Team has heard from

survive in part. However, like many other such villages and small towns, the historic surface in Kettlewell remains under threat from demolition and alterations, and suffer from a number of 'proper' maintenance and repair.

The image left above the most delightful historic cobbled surface and gutter outside the cottage house which is a listed building. We are advised that this particular cobbled gutter runs down one side of the street from The Green, past the village pub and recycle and round towards the main road. Sadly however, the lower section has been covered over with a modern road and being (presumably) arterial, the gutter is to be replaced. The number of examples in a similar condition remains, while other than being better maintained have been demolished and removed altogether.

In addition to the need for proper maintenance and repair, we are advised that the cobbled gutter in Kettlewell also suffers from a few shrewdly undertaken illegally by members of the public. 'Rampage' of terraces and laid over the historic cobbled gutter in order to enable cars to make a smooth transition from the road to another parking area associated with dwellings.

Unfortunately, these alterations result in a number of unintended consequences which include: closing blockages to the gutter diverting rain water back to the property; historic 'cobbles' being the wrong 'size' for the existing road surface and the need for drainage adaptations; and the loss of historic materials.

Many of our cherished historic external surfaces for their historic interest and beauty but the example in Kettlewell highlights a general lack of understanding of the inherent technical qualities of these surfaces and the job that they were originally designed to do.

There is a wider, age-old problem around responsibility and management of highway surfaces in the public realm. In particular, believe there is a need for historic external surfaces to be recognised and cared for in a manner which connects them thoughtfully into an overall highway strategy for urban villages, towns and cities. It is always heartening to hear members of the public, many with a history of involvement in conservation and heritage, who are equally understanding and determined to care for our historic external surfaces. However, equally understanding and determined to care for our historic external surfaces is always heartening to hear members of the public, many with a history of involvement in conservation and heritage, who are equally understanding and determined to care for our historic external surfaces.

in my view, local government management of the public realm is a complex, multi-faceted task. The second problem I suggest is the lack of recognition of historic surfaces and the requisite means to ensure that they are cared for. Appropriately skilled craftspeople who can



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



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understand proper maintenance and repair are needed, together with professionals who have the ability and help to design public realm surfaces which work with these historic surfaces rather than against them. This is of course linked to the need for historic external surfaces and those with public service cuts, are now even more stretched.