

# Advertisement rates



# MAGAZINE

Trimmed page size      DEPTH X WIDTH (MM)  
297 x 210

## DISPLAY RATES

	DEPTH X WIDTH (MM)	SINGLE INSERTION		SERIES OF FOUR	
		mono	colour	mono	colour
Whole page (bleed)	303 x 216	£859	£1022	£715	£884
Whole page (grid)	277 x 187	£859	£1022	£715	£884
Half page (portrait)	269.5 x 91	£471	£596	£366	£492
Half page (landscape)	132 x 187	£471	£596	£366	£492
Quarter page	132 x 91	£284	£384	£228	£329

Special positions + 10%

<b>PRODUCTS &amp; SERVICES</b>	Per SCC	£25	£31	£21	£27
1 Col 43mm, 2 Col 91mm, 3 Col 139mm, 4 Col 187mm					

<b>SITUATIONS VACANT</b>	Per SCC	£30	£37
1 Col 43mm, 2 Col 91mm, 3 Col 139mm, 4 Col 187mm			

Advertising agency discount 10%

All rates exclude VAT

<b>LOOSE INSERTS</b>	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:	4 March	3 June	4 Sept	4 Dec
Copy deadline Dates:	14 February	15 May	16 August	15 November

## ADVERTISEMENT DEPARTMENT

### SPAB MAGAZINE

Hall-McCartney Ltd

Heritage House

PO Box 21

Baldock

Hertfordshire SG7 5SH

T 01462 896688

F 01462 896677

E [spab@hall-mccartney.co.uk](mailto:spab@hall-mccartney.co.uk)



THE MAGAZINE OF THE SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS

# MAGAZINE



INFORMATION  
AND  
ADVERTISEMENT  
RATES 2019



# MAGAZINE



The Society's official publication is a 72-86 page full colour quarterly magazine. With a print run of 7,000 and at least 60% of members 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 onwide media publicity.

## Casework Viewpoint

### The cobbled path to conservation

Joanne Woodham discusses the continued threat to historic external surfaces

**B**efore we can expect to see the conservation of historic buildings, we must first ensure that the external surfaces of these buildings are protected. This is a task that is often overlooked, but it is one that is essential for the long-term survival of our historic buildings.

There is a growing awareness of the need to protect historic buildings, but the focus is often on the internal spaces. However, the external surfaces of these buildings are also in need of protection. This is because the external surfaces of historic buildings are often made of materials that are highly susceptible to weathering and decay.

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Alison and Ian's historic cobbled path to their house in Bath, Somerset, UK.



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## 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 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.

## 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.