

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

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
AND
ADVERTISEMENT
RATES 2019





MAGAZINE

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.



Casework Viewpoint

The cobbled path to conservation

Joanne Hodgkins discusses the continued efforts to historic external surfaces

Before the Second World War, the majority of buildings in the UK were constructed with traditional materials and techniques. The Society for the Protection of Ancient Buildings (SPAB) has been campaigning for the conservation of these buildings and their external surfaces.

There is a growing awareness of the importance of historic external surfaces, and the need to conserve them. This is reflected in the increasing number of conservation areas and listed buildings in the UK.

The Society has been successful in securing the conservation of many historic external surfaces, and continues to work towards the conservation of more.



Conservation officer Joanne Hodgkins stands in front of the entrance to the building in London.



Work on the cobbled path at the entrance to the building in London. The path is made of cobblestones and is a key feature of the building's external surface.

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Above and below: the cobbled path at the entrance to the building in London.



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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.