# Advertisement rates



DEPTH X WIDTH (MM)

Trimmed page size 297 x 210

**DISPLAY RATES** DEPTH X WIDTH (MM) SINGLE INSERTION SERIES OF FOUR colour colour Whole page (bleed) 303 x 216 f1260 f1115 Whole page (grid) 277 x 187 f1260 f1115 Half page (portrait) 269.5 x 91 f735 f710 Half page (landscape) 132 x 187 f735 f710 Quarter page 132 x 91 f450 f400 Special positions + 10%

PRODUCTS & SERVICES Per SCC £38

1 Col 43mm. 2 Col 91mm. 3 Col 139mm. 4 Col 187mm

SITUATIONS VACANT Per SCC f43

1 Col 43mm, 2 Col 91mm, 3 Col 139mm, 4 Col 187mm

f33

Advertising agency discount 10%. All rates exclude VAT

LOOSE INSERTS A5 sheet (up to 6g) £685 A4 sheet (up to 10g) £840

### **COPY REQUIREMENTS**

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

### **PUBLICATION AND COPY DATES**

Issue number:SpringSummerAutumnWinterPublication dates:3 March2 June8 Sept1 DecCopy deadline Dates:5 February7 May13 August5 November

# ADVERTISEMENT DEPARTMENT SPAB MAGAZINE

Hall-McCartney Ltd Heritage House PO Box 21 Baldock Hertfordshire SG7 5SH

**T** 01462 896688

**F** 01462 896677

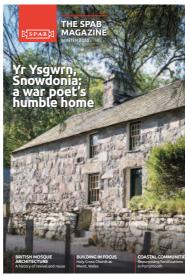
**E** spab@hall-mccartney.co.uk www.hall-mccartney.co.uk

THE MAGAZIE OF THE SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS



# MAGAZINE





















# 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.



LODGING RANGE



## TALBOT FARM





## 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

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.