



THE SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS

# BRIEFINGS

## DISASTER & RECOVERY

We are pleased to announce the new SPAB Briefing covering all aspects of Disaster & Recovery will be published in November 2017 with an initial print run of 10,000 copies

**SPAB Briefings** are special supplements produced to meet the demand for information on specialist subjects. They are distributed to all SPAB members and make essential reading, covering topics about Heritage, Protection & Conservation, focusing on core elements of the Care & Repair of Ancient & Historic Buildings across all times and styles.

*SPAB Briefing will also be distributed to Landmark Trust properties at SPAB seminars, shows and events, putting your products and specialist services in front of those that need the most.*



This edition of the SPAB Briefing series will examine the many aspects of Disaster & Recovery including:

- \* Alarms \* Theft Prevention \* Security \* Marking \* Traceable Liquids \* Microdots
- \* Insurance \* Health & Safety \* Importance of Maintenance
- \* Advance Planning \* Water Damage & Flood Prevention \* Drying out \* Limecrete floors
- \* Fire Prevention \* Lightning Conductors
- \* Pest control

Whether you are offering a service or product, SPAB Briefings are an excellent place to advertise as you will reach owners, architects, surveyors, town planners, engineers, builders, craftsmen and conservation officers, who seek out companies who can provide the products, service and expertise they require.

### SPAB Briefing

First published in 2014 SPAB Briefings are now in their 4th year and so far topics have covered Energy Efficiency, Lime and Windows & Doors. The next edition published in November 2017 will look at Disaster & Recovery. With a print run in excess of 10,000 it will be sent to over 8200 SPAB members in December and also distributed to Landmark Trust properties, leading opinion formers, Government departments and other heritage bodies. The Briefing will also be available at SPAB seminars, shows and events. Readership includes architects, surveyors, town planners, local authority conservation officers, engineers, builders, draughtsmen and interior designers. Over 60% live in old or historic houses.

There is no doubt that It is an excellent medium for reaching not just owners, but also specifiers of technical building products and those who provide a wide range of services for the conservation of old buildings. It is a very effective way to target an educated audience of dedicated conservationists committed to looking after old buildings in the best way.

### The Society

Founded by William Morris in 1877, the SPAB is the largest, oldest and the most technically expert national pressure group campaigning to preserve old buildings. It has a firm set of principles based on conservative repair, respect for the past, traditional materials, etc. Conservation activities are backed up by repair courses and highly regarded technical leaflets. The SPAB is a charity (Registered Charity No 231307) supported by central government. By law, the Society must be notified about plans to demolish a listed building. The Society also receives a large number of notifications which relate to proposed alterations.

SPAB Technical Enquiry Telephone Line encourages historic house owning members to use the most suitable materials including products and services advertised in the SPAB Briefings. Readers are aware that although the SPAB will not endorse any company, all advertisers are vetted for relevance and understanding of SPAB principles. Read by most of the well-known historic building conservation specialists in the UK.

### 2017 ADVERTISEMENT RATES (full colour)

(height x width in mm)

Full page (bleed size 274mm x 196mm)

Full page (trim size 268mm x 190mm)

Full page IFC, IBC bleed size 274mm x 196mm

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Full page OBC bleed size 274mm x 196mm

£1150+ VAT

Full page (see above bleed & trim sizes)

£950+ VAT

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Quarter page 120mm x 82mm

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Advertising agents' discount 10%. All prices exclude VAT

SPAB reserves the right to refuse advertisements at its own discretion.

### Advertisement copy

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

An artwork and setting service is available but may be charged at cost.

Publication Date: November 2017  
Advertisement Deadline: 2 October 2017



**Over 60% of SPAB members live in old, listed or historic houses**

For information about advertising or placing a loose insert, please contact Geoff Connelly Tel 01462 896688 or email: geoff@hall-mccartney.co.uk

The SPAB Briefing  
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