



THE SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS

THE LIST

2020

We are pleased to announce the next issue of the SPAB publication is to be produced in June 2020. The List will be a high-quality, B5 format publication, spotlighting properties currently available across the regions; looking back to some of the best or most interesting properties features a round up of the most interesting properties recently featured on the SPAB's online 'properties for sale' list, and it will also feature the stories (and houses) of owners who have found their home through the SPAB Property List.

The List is an exciting consumer-focussed opportunity to connect with a discerning audience that really loves and appreciates old houses, offering a distinct, targeted showcase for products, skills or companies that would be of interest - in the broadest - sense to people who already own, or aspire to own, a historic property.

An excellent place to advertise, reach existing and potential owners of old buildings, plus architects, surveyors, town planners, engineers, builders, craftspeople and conservation officers.



Meet the owner

From the street you could be forgiven for thinking the Historic Cottage was an unremarkable, but charming, 16th-century house. When reader and designer Amanda and Charles Bell bought the property in 2014, they were excited to refurbish it. The house had previously been an eat-in, and while it wasn't in a particularly good condition, it needed work.

They both now admit, "we did not know what we were getting into!" The facade of the walls is made of red brick, and the interior was a mix of old and new. Amanda and Charles Bell bought the property in 2014, they were excited to refurbish it. The house had previously been an eat-in, and while it wasn't in a particularly good condition, it needed work.



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The Old House Project

Original features are often high on the list of requirements for prospective homeowners but, as we rarely refurbish listed sites, and all the usual modern amenities. In November 2019 the SPAB decided to put its expertise into practice. We purchased a building on Historic England's 'at risk register' that had plenty of character but lacked electricity and plumbing, and had some severe, but repairable, structural issues.

The List
The aim of the Property List is to present old, interesting or significant buildings currently for sale to an audience sympathetic to the 'light touch' conservation principles championed by the SPAB.

Properties featured span all types, prices and regions - from castles and humble thatched crofts in the Scottish Highlands, to moated manor houses, compact cottages, Victorian terraces and farm buildings.

The publication is a high-quality printed publication based on the SPAB Property List and related themes, to be delivered with our Summer Members' Magazine, and also used more widely to promote the property list (and SPAB) at a number of regional shows, events and all promotional opportunities, as well as at Open House in September, The Historic Buildings Parks & Gardens Event in November and at our courses for homeowners. We'll also distribute to our new members throughout the year.

We intend The List to have a life across the year. It will not be a throw-away publication.

The online SPAB Property List is a key benefit of membership and SPAB members will use this facility to view property's currently available to purchase.

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.

2020 ADVERTISEMENT RATES (full colour)
(height x width in mm)

Full page (bleed size 246mm x 174mm)	£1050+VAT
Full page OBC bleed size 246mm x 174mm	£1150+VAT
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Full page OBC bleed size 246mm x 174mm
Full page text grid size 215mm x 148mm
Half page 105mm x 148 mm
Quarter page 105mm x 72mm

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: June 2020

Advertisement Deadline: 23rd April 2020



The List is the right place for you to advertise if you specialise in:

- *Property Sales *Traditional paints *Crafted wallpapers *Hand-built kitchens *Hand-built joinery
- *Alarm systems *Insurance *craftsman built conservatories *Domestic architecture
- *Domestic Building works *bricks, stone, marble, timber, glass *Cleaning products
- *Flooring (stone / wood) *House 'dating' services *Antiques/auctions *Traditional Range Cookers & Ovens
- *Fine art conservation *Furniture repairs *Historic lighting *Wood burning stoves
- *Landscape architecture/garden design *Upholstery furniture repairs
- *Hand forged knives/pots/craft ceramics *Sisal/natural flooring
- *Renewable energy solutions / retro fitting (shutters/water filtering)

This superb high quality publication is the place to look for old buildings for sale and will be kept for future reference.

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

SPAB The List
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