

HUDSON'S

BRITAIN'S BEST - LOVED
HERITAGE GUIDE

2017/18 DISPLAY RATES

HUDSONS

BRITAIN'S BEST - LOVED HERITAGE GUIDE

The market leading guide Hudsons Historic Houses & Gardens is to be published in a new hardback format from the 2018 edition. Simply called Hudsons it will carry additional editorial sections distributed throughout to give an improved look and feel to this leading publication, typically read by a mature affluent audience with a high disposable income.

Hudsons offer advertisers a unique best of both worlds advertising opportunity to target both the owners and managers of Britain's major heritage tourist attractions and their visitors.

"Hudsons is now even better than ever before, produced to a higher quality finish, complete with a Hardback cover"

Harry Potter characters and filmmakers are rightly regarded as visitors to Doverton Abbey.

Discover the history of the Harry Potter film series and the location that inspired the story.

From *Downton Abbey* to *Harry Potter*, being the location for a film or TV series can have a major impact on visitors to historic houses. Or does it? We asked some key people about their experience.

www.hudsonsheritage.com

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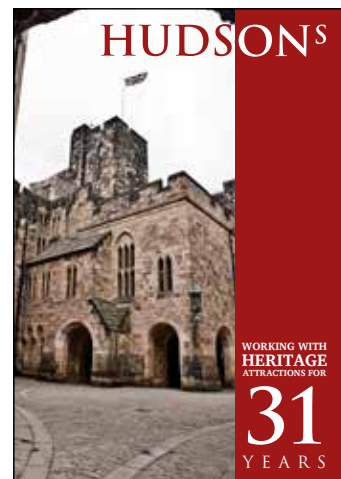
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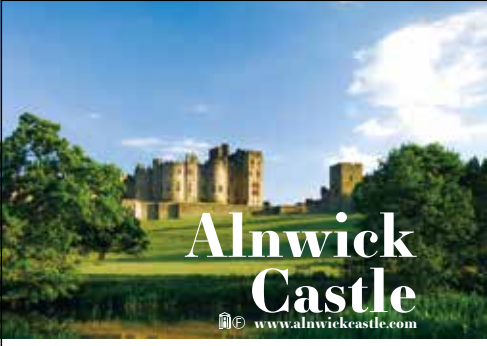
With over 400 pages of information, including editorial features and detailed descriptions of 1300+ properties. Hudsons is a beautifully presented, high quality publication with lavish colour photography and easy to use indexes and maps, split into regional sections. Hudsons is an essential purchase for anyone interested in Britain's heritage, including Historic Houses & Gardens. Hudsons will also appeal to future brides looking for their dream wedding location and all those planning a special day or celebration.

- An annual readership of 80,000
- Heritage Attraction owners, managers & visitors
- Hudsons retails in the high street and at heritage attractions
- Hudsons is also online at www.hudsonsheritage.com and www.hudsonsweddings.com

"Hudsons offers targeted advertising to reach people who both live in and love to visit, Britain's heritage"

Whether you are interested in reaching owners and managers of Britain's finest heritage tourist attractions or the many thousands that visit them your advertising is well placed in Hudsons.





Alnwick Castle

www.alnwickcastle.com

Home to the Duke of Northumberland's family, the Percy's, for over 700 years; Alnwick Castle offers history on a grand scale.

Alnwick Castle's remarkable history is brimming with drama, intrigue, and extraordinary people; from a gunpowder plotter and visionary collector, to decadent hosts and medieval England's most celebrated knight: Henry Hotspur.

Combining magnificent medieval architecture with sumptuous Baroque State Rooms, Alnwick Castle is one of the UK's most significant heritage destinations. In recent years it has also taken starring roles in a number of film and television productions, featuring as a location for ITV's *Downton Abbey* and as Hogwarts School of Witchcraft and Wizardry in the Harry Potter films. With a history beginning in the Norman Age, Alnwick Castle was originally built as a border defence, before eventually being transformed from a fortification into a family home for the first Duke and Duchess of Northumberland in the 1760s. The castle's State Rooms were later recreated by the 4th Duke in the lavish Italian Renaissance style that we see today, now boasting one of the country's finest private collections of art and furniture.

OWNER
The Duke of Northumberland

CONTACT
Tel: 01665 511100
Group bookings: 01665 511154
Media & Filming: 01665 511794
Corporate: 01665 511105
E-mail: info@alnwickcastle.com

LOCATION
Barrington Lane, Alnwick WA 29P
Map Ref: 19 03

Well signposted less than a mile off A1, 35 miles north of Newcastle and 80 miles south of Edinburgh.

TRANSPORT ROUTES
Car | Bus | Train | Aeroplane | Ferry

TYPICALLY OPEN
Houses: 10am-5pm | 30pm
State Rooms: 11am-5pm

ADMISSION
Adult: £10-£15
Concession: £10-£15
Child (5-16yrs): £5-£10
Family Group (2): £1,300-£140
Group Discount: 14+

Additional: Tickets can be validated for unlimited returns for 12 months at no extra cost (see website for T&Cs)

REGULAR EVENTS
Daily: Guided tours of the State Rooms & grounds.
Knight's Court activities, and historical training.
Seasonal: Knights tournaments, balcony displays, piano performances, and visits from skilled artisans.




KEY FACTS

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Adlington Hall & Gardens

www.adlingtonhall.com

Adlington Hall, home of the Leghs from 1315 was built on the site of a Hunting Lodge in the Forest of Macclesfield in 1040. Two oaks, part of the original building, remain rooted in the ground supporting the east end of the Great Hall. Between the trees in the Great Hall stands an organ built by 'Father' Bernard Smith. Played on by Handel. The Gardens, laid out

over many centuries, include a Lime walk planted in 1688 and a Regency rockery surrounding the Shell Cottage. The Wilderness area includes a Rococo styled landscape garden containing the chinoiserie Ting House, a Pagoda bridge and the classical Temple to Diana. The 60 acres of gardens also include the stunning Rose Garden and Yew Tree Maze.

CONTACT
Contact: Emma Joyce or Philippa Reed
Tel: 01625 827099
E-mail: enquiries@adlingtonhall.com

LOCATION
Mill Lane, Kington, Macclesfield, Cheshire SK10 4LZ
Map Ref: 03 10

On N of Macclesfield, A523, 10m S of Manchester, London 178m

TYPICALLY OPEN
Apr-Sep

ADMISSION
Adult: £5-£10 (Garden: £5-£10)
Concession: £5-£10 (Garden: Free)
Child: £5-£10 (Garden: Free)
Group Discount: 20+

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Hudsons will also be publishing a new range:

Hudsons All About Heritage: a 6 monthly series of A5 semi-hardback guides with educational content on specific consumer interests as well as 'Signposting' places to visit and activities. The first edition will feature Heritage Film Sets followed by Kitchens for 2018.

Hudsons Quarterly: a softback supplement with a lively fun style on topical aspects of heritage as well as 'Signposting' what to do and where to go in the vicinity. This supplement will include promotional offers with Hudsons attractions. The first edition will feature the History of Heritage followed by Gardens, Living History (Children) and Walks Through History for 2018.

In parallel Hudsons will publish dynamic intelligent content online at hudsonsheritage.com helping you reach and extend your target market by putting you in front of 160,000 estimated users each year. Regularly updated with news, recommendations and topical articles, the interactive site will give everyone an opportunity to discover the rich culture and heritage of our country.



Visiting historic places is one of the UK's most popular leisure activities which is why Hudsons is such a great place to advertise. Hudsons are proud to have been publishing up to date information for visitors to the UK's heritage places for over 30 years. They know their readers. Hudsons customers love heritage, enjoy travel, culture & the arts, antiques, dining and walks & the countryside. Their favourite hobbies include gardening, reading and taking regular holidays in the UK.

“Why not share in our success by using Hudsons to promote your business?”



Hudsons also invite you to sponsor the prestigious national 'UK Heritage Awards'.
Please contact to discuss a tailored sponsorship package.

Contact Maz or Geoff to find out more about what Hudsons can offer your business!

Hall-McCartney Ltd, Heritage House, PO Box 21 Baldock, Herts SG7 5SH
 t: 01462 896688 Fax: 01462 896677
 e: geoff@hall-mccartney.co.uk / maz@hall-mccartney.co.uk
 www.hall-mccartney.co.uk

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Publication	Publication Dates	Copy Dates
Hudsons Heritage Guide	4 Dec 2017	15 Sep 2017
All About Heritage	5 Mar & 3 Sep 2018	29 Dec 2017 & 29 Jun 2018
Hudsons Supplement	8 Jan, 2 Apr, 2 Jul, 1 Oct 2018	24 Nov 2017, 23 Feb, 25 May, 31 Aug 2018

ADVERTISEMENT RATES

Please reserve the advertisement space indicated below: TICK AS APPROPRIATE
 ALL PRICES EXCLUDE VAT

PRINT ADVERTISEMENT

	mm width x height	A4 Hardback Hudsons Heritage Guide	A5 Semi-Hardback 'All about Heritage'	A5 Paperback Quarterly Supplement
A4 Double Page Spread	Bleed: 432 x 303 Trim: 426 x 297 Type Area: 406 x 277	<input type="checkbox"/> £1,600		
A4 Full Page	Bleed: 216 x 303 Trim: 210 x 297 Type Area: 190 x 277	<input type="checkbox"/> £900		
A4 Half Page	190 x 133	<input type="checkbox"/> £550		
A4 Quarter Page	93 x 190	<input type="checkbox"/> £350		
A5 Double Page Spread	Bleed: 308 x 216 Trim: 302 x 210 Type Area: 282 x 190		<input type="checkbox"/> £850	<input type="checkbox"/> £575
A5 Full Page	Bleed: 154 x 216 Trim: 148 x 210 Type Area: 128 x 190		<input type="checkbox"/> £475	<input type="checkbox"/> IFC / IBC: £375 <input type="checkbox"/> £330
A5 Half Page	128 x 90		<input type="checkbox"/> £275	<input type="checkbox"/> £190
A5 Quarter Page	62 x 90		<input type="checkbox"/> £165	<input type="checkbox"/> £115

WEBSITE ADVERTISEMENT

	px width x height	3 months	6 months	12 months
Homepage Carousel (x3 slots): Full 1440 x 450 & Mobile 680 x 300	<input type="checkbox"/>	<input type="checkbox"/> £90	<input type="checkbox"/> £150	<input type="checkbox"/> £250
Regional Carousel (x36 slots): Full 1440 x 450 & Mobile 680 x 300	<input type="checkbox"/>	<input type="checkbox"/> £60	<input type="checkbox"/> £100	<input type="checkbox"/> £150
Homepage Bottom Banner: 940 x 300	<input type="checkbox"/>	<input type="checkbox"/> £120	<input type="checkbox"/> £200	<input type="checkbox"/> £350
Homepage Tile (x3 slots): 300 x 250	<input type="checkbox"/>	<input type="checkbox"/> £20	<input type="checkbox"/> £30	<input type="checkbox"/> £50

PLEASE NOTE that all advertisements are vetted by Hudsons.

PRINT COPY High resolution PDF with CMYK images and postscript fonts embedded. Adobe Photoshop JPEG minimum resolution 300dpi.

WEB COPY RGB Adobe Photoshop JPEG minimum resolution 72dpi.