



THE SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS

THE LIST

NEW for 2018

We are pleased to announce this exciting new SPAB publication to be produced in March 2018 with a print run of 15,000 copies. 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 featured over the course of the last year, 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, targetted showcase for products, skills or companies that would be of interest - in the broadest - sense to people who already own, or aspire to own, an historic property.

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



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
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- *Renewable energy solutions / retro fitting (shutters/water filtering)

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.

We have committed to producing an attractive, high-quality printed supplement based on the SPAB Property List and related themes, to be delivered annually with our Spring Members' Magazine, and also used more widely to promote the property list (and SPAB) at shows, events and all promotional opportunities, including the brand new SPAB Old House Show in September 2018. Initially, we will be looking at a print run of 15000 and 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.

2018 ADVERTISEMENT RATES (full colour)

(height x width in mm)

Full page (bleed size 246mm x 174mm)

Full page (trim size 240mm x 168mm)

Full page IFC, IBC bleed size 246mm x 174mm

£1050+VAT

Full page OBC bleed size 246mm x 174mm

£1150+VAT

Full page text grid size 215mm x 148mm

£950+VAT

Half page 105mm x 148 mm

£550+VAT

Quarter page 105mm x 72mm

£350+VAT

Advertising agents' discount 10%. All prices exclude VAT

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

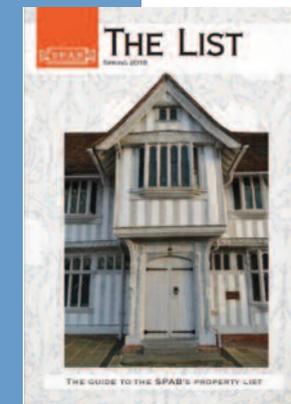
Advertisement copy

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: March 2018

Advertisement Deadline: 16th February 2018



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

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

SPAB The List
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