



Historic Houses Yearbook 2024

ANNUAL REPORT & DIRECTORY



50 years of championing
independent heritage

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 HISTORIC HOUSES

Sponsored by



Media Pack 2025

Incorporating the Directory and Annual Report

Our members collectively represent a large and financially significant market.

Historic houses need £1.5 billion-worth of essential repairs and maintenance, of which nearly £500 million is urgent.

Owners constantly invest in the upkeep of their properties buying products & services for preservation and maintenance of the buildings and estates that they manage. Many are open to the public, offer weddings, conference facilities, Holiday accommodation, corporate hospitality days and are used as film sets.

Historic Houses represents Britain's largest collection of independently owned, lived-in, historic houses, castles and gardens. The Yearbook reaches 2,500 historic house owners which includes virtually all the finest historic houses and estates in Britain.

Published in October, the newly created Yearbook will combine the contents of the Directory of Historic Houses and the Annual Report in a high quality publication of 140 pages, specifically designed for members who are owners of historic buildings.

President's Foreword

Strong growth in a year of recovery



It has been a year of recovery for the industry, and the recovery has been strong. The industry has shown resilience and has been able to weather the challenges of the past year. The industry has shown resilience and has been able to weather the challenges of the past year. The industry has shown resilience and has been able to weather the challenges of the past year.

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Seminars and events



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Commercial support

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The Yearbook includes:

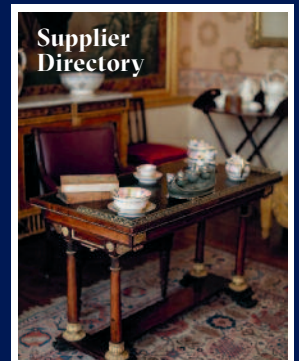
- Annual Report of Policy, Education, Awards, Tourism, Marketing, Accounts, Membership, Committees, Charitable partners
- A-Z listing of all historic house member properties and a separate A-Z listing of members by name
- Names and addresses of museums, societies, trust, associations and other useful organisations involved in heritage and conservation
- Corporate members index, listed under the services provided to house members

The opportunity

Through The Yearbook you will reach:

- Owners of Historic Houses and their Professional employees.
- Owners, are interested in architectural services, fine arts and auction houses, insurance, home security, legal and tax advice.
- Professional employees are interested in home and garden products, professional advisory services and contractors.

Promoting in the Yearbook will ensure that your company or organisation is at the forefront of members' minds for the next 12 months.





Yearbook Advertising Rates 2025

If you are interested in advertising in the Yearbook please contact Maz Oakley on 01462 896688 or email maz@hall-mccartney.co.uk

ADVERTISEMENT (height x width in mm)	Colour
Full page (250 x 190) Trim size (270 x 210) Bleed size (276 x 216)	£1000
Half page Vertical (250 x 93) Horizontal (123 x 190)	£700
Quarter page (123 x 93)	£550

Special position + 10%

Advertisement deadlines

Publication Date	14 October 2025
Copy deadline	12 September 2025

Copy requirements: high resolution (press ready) PDF with CMYK images and postscript fonts embedded.

Advertising agency discount 10%. All advertisement rates are plus VAT.

Please note that all advertisements and loose inserts are vetted by Historic Houses and a sample of loose inserts should be supplied to the publishers for approval well in advance of the publication date.

For more information please visit historichouses.org

Publishing department and advertisement office, contact Maz Oakley for enquiries:

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