

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"



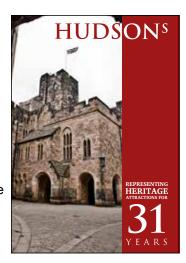


With over 400 pages of information, including editorial features and detailed descriptions of 1300+ properties. Hudsons is a beautifully presented, high quality publication with lavish colour photography and easy to use indexes and maps, split into regional sections. Hudsons is an essential purchase 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.







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!

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PublicationPublication DatesCopy DatesHudsons Heritage Guide4 Dec 201715 Sep 2017All About Heritage5 Mar & 3 Sep 201829 Dec 2017 & 29 Jun 2018Hudsons Supplement8 Jan, 2 Apr, 2 Jul, 1 Oct 201824 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

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: 426 x 303 Trim: 420 x 297 Type Area: 400 x 277		£1,600				
A4 Full Page	Bleed: 216 x 303 Trim: 210 x 297 Type Area: 190 x 177		£900				
A4 Half Page	190 x 135		£550	 			
A4 Quarter Page	91.5 x 135		£350				
A5 Double Page Spread	Bleed: 308 x 216 Trim: 302 x 210 Type Area: 282 x 190				£850		£575
A5 Full Page	Bleed: 154 x 216 Trim: 148 x 210 Type Area: 128 x 190				£475		IFC / IBC: £375 £330
A5 Half Page	128 x 90				£275		£190
A5 Quarter Page	62 x 90				£165		£115
WEBSITE ADVERTISEMENT	px width x h	neiaht	3 ma	onths	6 mont	hs	12 months
Homepage Carousel (x3 slots): Full 1440 x 450 & Mobile 680 x 300				£90 [£1:	· -	£250
Regional Carousel (x36 slots): Full 1440 x 450 & Mobile 680 x 300				£60	£1	: E	£150
							Ϊ :
Homepage Bottom Banner: 940 x 300				£120	£2	UU :	£350

PLEASE NOTE that all advertisements are vetted by Hudsons.

Homepage Tile (x3 slots): 300 x 250

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.

£50