

# the building conservation directory

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A GUIDE TO SPECIALIST SUPPLIERS, CONSULTANTS AND CRAFTSMEN  
IN TRADITIONAL BUILDING CONSERVATION, REFURBISHMENT AND DESIGN

### IT OFFERS A HIGHLY TARGETED CIRCULATION...

The Building Conservation Directory puts you in direct contact with the decision-makers you want to reach most, all year round. We have developed the most effective guaranteed distribution available, now 10,000 copies, to give our advertisers the highest possible market profile:

- 3,000 Owners and managers of historic buildings**
- 2,500 Specialist architects and practices**
- 1,500 Conservation officers and advisory organisations**
- 1,500 Specialist building contractors and their buyers**
- 1,000 Specialist surveyors and practices**
- 500 Reference libraries.**

We also distribute over 1,000 copies each year to home owners and professionals.

### OUR ADVERTISERS TELL US THE DIRECTORY REALLY WORKS FOR THEM

"On a cost per lead basis, the Directory is the most effective advertising we do."

Douglas Mather,  
Mather & Smith Ltd

"We were impressed by the speed of the response from our advert. We confirmed our first order from the Directory, which paid for our advert, in the first week it was distributed. The enquiries keep coming in, months later."

Bob Bennett,  
The Lime Centre

"We have had a comprehensive response from our advert in your Directory and I have been most impressed with the coverage your publication has provided us. I would very much like to thank you for all the enquiries the Directory has enabled us to receive."

Jonathan R Lamb,  
Director of Sales, Bricks & Arches

### IT'S THE BUYERS' GUIDE TO BUILDING CONSERVATION

The key to the Directory's marketing impact is that it's really useful for our readers. Under the direction of Jonathan Taylor our Editor, the Directory is carefully researched and designed to meet the special needs of the market, providing useful, reliable and accessible business information.

Our readers need and want to know about the work you do, and rely on the Directory as their open line of communication with you in the specification process.

"The Directory is one of the most used tools of the Conservation Officer's trade...it is a seriously produced directory covering reputable firms in a comprehensive and user friendly manner. Very useful for advising the public and clients"

Francis Biard,

The Institute of Historic Building Conservation

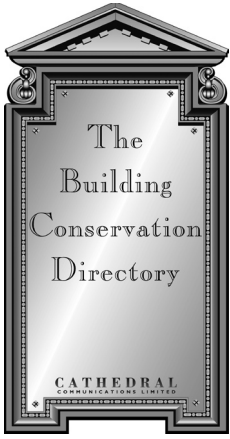
"As retained Technical Adviser to the HHA which has 1,400 members including most of the principal privately-owned historic houses in Britain, I should let you know how valuable I find the Directory. Often I am asked to point members towards an appropriate professional specialist or supplier...I find it extremely helpful to keep the Directory permanently beside my desk. On numerous occasions this has enabled me to respond immediately to telephone enquiries."

Norman Hudson,  
Historic Houses Association

"...the Directory enabled simultaneous contact with all the necessary organisations and was a major ingredient to the success of the project within an absurdly short timescale."

David Pinnegar,  
Latrobe Heritage Trust

***Don't miss the opportunity to improve your share of the market...reserve your advertising space today***



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### ADVERTISING RATES

#### DISPLAY ADVERTISEMENTS

Quarter page	£695
Half page	£1,195
Full page	£1,895

#### CLASSIFIED ADVERTISEMENTS

(Typesetting by Cathedral Communications)

100 word text profile	£345
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*The above prices are shown exclusive of VAT*

PLEASE ASK FOR DETAILS OF LEAFLET INSERTIONS

### DISPLAY ARTWORK REQUIREMENTS

As part of the service, we are happy in most cases to make up your artwork from text and images you supply. For those who would like to supply print-ready artwork, we prefer to receive digital artwork in high resolution PDF format or artwork prepared in InDesign, QuarkXpress, PageMaker, PhotoShop or Illustrator (but not in Word or Powerpoint). Please include all linked/embedded images and logos, details of all fonts used and a printed copy for reference.

#### Dimensions

Quarter page portrait	86 x 124mm
Half page landscape	178 x 124mm
Half page portrait	86 x 254mm
Full page text size	178 x 254mm
Full page bleed size	216 x 303mm