



institute of historic building conservation

# CONTEXT

The Institute of Historic Building Conservation is the principal body representing professionals and specialists involved in the conservation of historic buildings and their surroundings across the UK. Its members include conservation officers in central and local government, architects, surveyors, structural engineers and other specialist consultants, conservators, craftsmen and other practitioners.

Cathedral Communications, well known for The Building Conservation Directory, also publishes the institute's highly regarded news and information magazine Context.

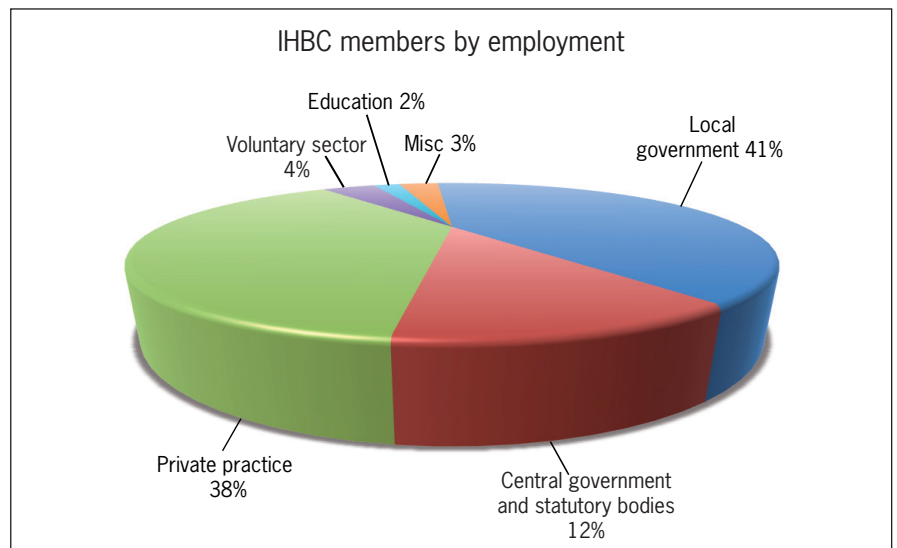
Context includes diverse and interesting coverage of building conservation and urban regeneration issues as well as news of the latest institute activities, events and other useful information for front-line conservation professionals.

## KEEP IN TOUCH WITH THOSE WHO NEED TO KNOW

Advertising regularly in Context offers you a direct and cost effective way of reaching the people responsible for controlling all alterations to historic buildings, for the protection and enhancement of conservation areas, and for specifying a wide variety of work within the historic environment. With five issues per year, you have the opportunity to keep everyone up-to-date with the latest developments in your organisation and product range in this rapidly changing market.

## HIGHLY TARGETED CIRCULATION

Context goes out five times a year to 2,000 people who specify specialist products and services on a daily basis including the entire membership of the IHBC plus influential conservation professionals and organisations who subscribe to Context.





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## ADVERTISING RATES

### DISPLAY ADVERTISEMENTS

Single edition prices –

Quarter page	<b>£250</b>
Half page	<b>£400</b>
Full page	<b>£700</b>

### CLASSIFIED ADVERTISEMENTS

*(Typesetting & artwork by Cathedral Communications)*

Single edition prices –

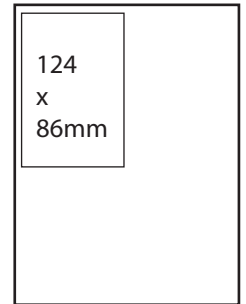
20 word member's text Profile (one address plus 20 words)	<b>£50</b>
50 word text Profile (one address plus 50 words)	<b>£100</b>
50 word text Profile with a small colour illustration	<b>£150</b>

The above prices are shown exclusive of VAT.

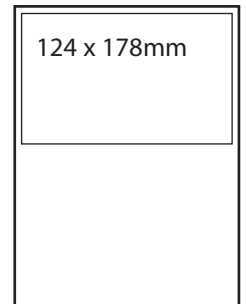
### DISPLAY ARTWORK REQUIREMENTS

We prefer to receive digital artwork. If possible, artwork submitted should be in high resolution PDF format or in InDesign, Illustrator, PhotoShop or QuarkXpress, but NOT Word or Powerpoint. Please include all linked/embedded images and logos, details of all fonts used, and a hard copy for reference.

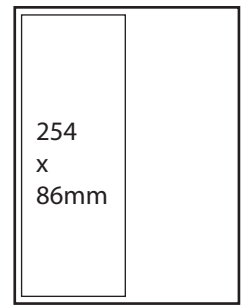
### DIMENSIONS



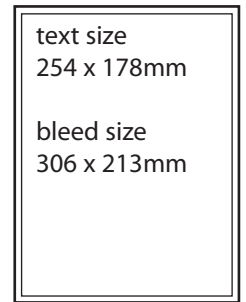
1/4 page



1/2 page landscape



1/2 page portrait



Full page