



# HISTORIC GARDENS

THE CARE AND CONSERVATION OF HISTORIC PARKS, GARDENS AND OPEN SPACES



## SPECIAL REPORT Magazine

Built on the success of the authoritative Building Conservation Directory, Historic Gardens is a prestigious BCD Special Report supplying vital information to the historic building and landscape industry's key specifiers and buyers. Back by popular demand, the fourth edition of this highly targeted report will reflect the renewed enthusiasm for appropriate garden and landscape works.

Historic Gardens provides specialist suppliers a powerful tool to contact their prime market targets. We combine essential information with professional presentation to give you and our readers the ideal introduction.

### HIGH IMPACT ADVERTISING

The key to our BCD Special Reports' impact is that our readers find them both a source for inspiration and useful as a reference for technical information and supplier contacts. Under the direction of Jonathan Taylor, Building Conservation Directory editor, they are carefully researched to meet the special needs of this growing sector of the conservation industry.

Advertising in Historic Gardens offers you the most direct and cost effective way of reaching all the people who are responsible for specifications and appointing professionals and contractors in large scale historic parks and gardens work, both private owners and municipal authorities.

### PLANT YOUR SEEDS FOR GROWTH

Make contact with the market next summer. Historic Gardens will be going out in summer 2011 to 5,500 firms and individuals who buy or specify specialist products and services on a daily basis:

- 2,750 Local authority conservation officers and key specifiers in the care of municipal garden properties for parks and recreation departments
- 1,500 Leading conservation architects and landscape architects
- 750 Historic property and estate owners and estate managers
- 250 Leading building contractors working with historic properties
- 250 Garden and building conservation organisations and trusts.

***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 **£495**

Half page **£895**

Full page **£1,495**

### CLASSIFIED ADVERTISEMENTS

*(Typesetting & artwork by Cathedral Communications)*

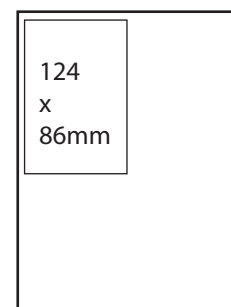
50 word text Profile  
with a small colour illustration **£250**

The above prices are shown exclusive of VAT.

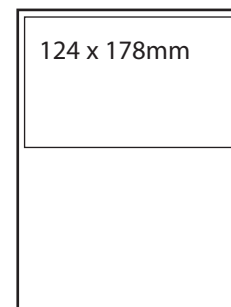
### DISPLAY ARTWORK REQUIREMENTS

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.

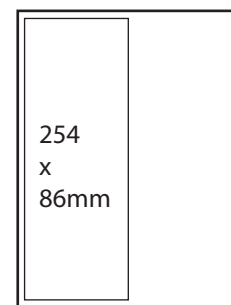
## DIMENSIONS



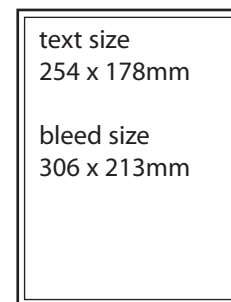
1/4 page



1/2 page landscape



1/2 page portrait



Full page

*Note: Historic Gardens advertisers receive a free basic listing on the industry's leading website [www.buildingconservation.com](http://www.buildingconservation.com). Please ask for details.*