



# 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 third 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 spring. Historic Gardens will be going out in spring 2010 to 5,500 firms and individuals who buy or specify specialist products and services on a daily basis:

- 1,500 Historic property and estate owners and estate managers
- 1,250 Key specifiers in the care of municipal garden properties for parks and recreation departments
- 1,250 Local authority conservation officers
- 500 Professional head gardeners and garden managers
- 500 Leading conservation architects and landscape architects
- 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	<b>£495</b>
Half page	<b>£895</b>
Full page	<b>£1,495</b>

### CLASSIFIED ADVERTISEMENTS

*(Typesetting & artwork by Cathedral Communications)*

50 word text Profile with a small colour illustration	<b>£250</b>
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The above prices are shown exclusive of VAT.

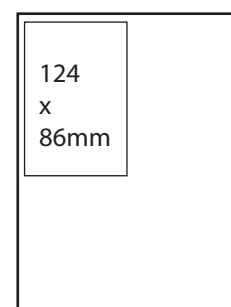
### FREE WEB PAGE

All advertisers are offered a free basic page on [www.buildingconservation.com](http://www.buildingconservation.com) which is the gateway to the Internet for owners of historic buildings and conservation professionals. Please ask for details.

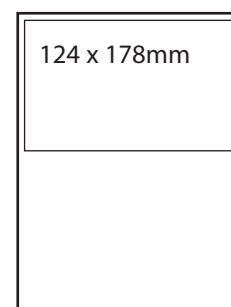
### DISPLAY ARTWORK REQUIREMENTS

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.

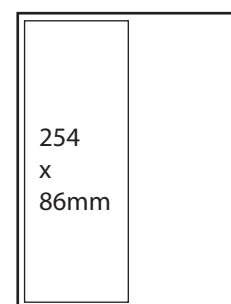
## DIMENSIONS



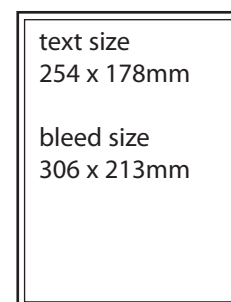
1/4 page



1/2 page landscape



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Full page