



institute of historic building conservation

IHBC YEARBOOK

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 Limited, well known for The Building Conservation Directory, also publishes the institute's highly regarded members yearbook.

Along with complete members listings, the prestigious IHBC *Yearbook* includes essential information on the institute and the conservation industry, and features useful editorial articles and other information of interest to front-line conservation professionals.

AN HISTORIC ADVERTISING OPPORTUNITY

Advertising in IHBC Yearbook offers you a direct and cost effective way of reaching the people responsible for controlling most alterations to historic buildings, for the protection and enhancement of conservation areas, and for specifying a wide variety of work within the historic environment. It also goes out to most of the other prime movers and shakers in the UK involved with old buildings.

HIGHLY TARGETED CIRCULATION

Make an impact on the market next year. The IHBC Yearbook goes out each new year to 5,000 people who specify specialist products and services on a daily basis:

- 1,500 Members and associates of the IHBC
- 1,500 Specialist conservation and historic environment architects
- 750 Principal planning officers and urban regeneration professionals
- 750 Specialist conservation surveyors
- 250 Specialist building contractors
- 250 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 (one address plus 50 words)	£195
50 word text Profile with a small colour illustration	£250

The above prices are shown exclusive of VAT.

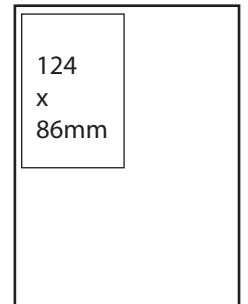
FREE WEB PAGE

IHBC Yearbook advertisers are offered a listing on www.buildingconservation.com, the gateway to the internet for owners of historic buildings and conservation professionals. Entries are indexed in up to five categories and can be upgraded to include graphics, text and hotlinks.

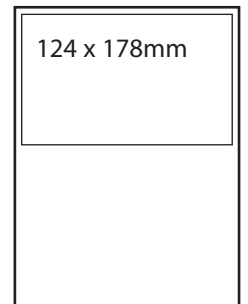
DISPLAY ARTWORK REQUIREMENTS

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.

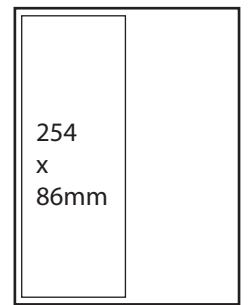
DIMENSIONS



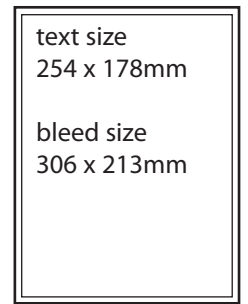
1/4 page



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