

# The Building Conservation Directory



Since 1993 The Building Conservation Directory has been relied on as the leading source of information for the care and conservation of the historic built environment, and thousands of active specifiers use it daily for new ideas and sources of specialist products and services for buildings, monuments and their surroundings.

The Directory promotes many hundreds of firms and individuals who supply traditional, as well as the most technologically advanced building products and services for the care of old buildings. They are specialists like you who know the importance to their firms of maintaining and improving their market presence, and their order books.

## How it works

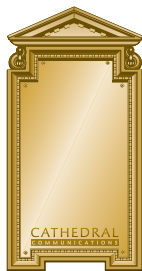
The key to the Directory's marketing impact is that it's really useful for our readers, providing reliable and accessible business information – the first step in the specification process.

## Who uses it?

The Building Conservation Directory goes out to 10,000 people and firms who buy or specify specialist products and services on a daily basis. We have developed the most effective guaranteed distribution available to give our advertisers the highest possible market profile:

- 2,500 Owners and managers of historic buildings
- 2,500 Specialist architects and practices
- 1,500 Conservation officers and advisory organisations
- 1,500 Building contractors working with historic buildings
- 1,500 Specialist surveyors, engineers and heritage consultants
- 500 Libraries and other information centres.

We also distribute copies on subscription and publish free flipping-page digital versions of the Directory on [BuildingConservation.com](http://BuildingConservation.com) to extend its reach even further.



# The Building Conservation Directory

## ADVERTISING RATES

### Display advertisements

Quarter page

£795

Half page

£1,295

Full page

£1,995

### Classified advertisements

(Typesetting and artwork by Cathedral Communications)

100 word text Profile

£495

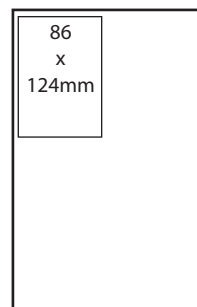
### Display artwork requirements

We prefer to receive digital artwork. If possible, artwork submitted should be in high resolution PDF format or in InDesign, Illustrator, PhotoShop, but NOT in MSPublisher, Word or Powerpoint.

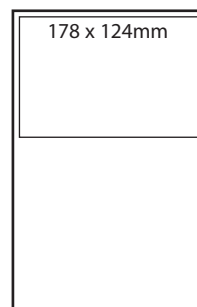
Please include all linked/embedded images and logos, details of all fonts used, and a pdf or hard copy for reference.

- \* *advertisers receive a free basic listing on BuildingConservation.com, ask for details*
- \*\* *all prices are shown exclusive of VAT*
- \*\*\* *ask for details of leaflet distributions*
- \*\*\*\* *Cathedral Communications is dedicated to preserving the integrity of the information it publishes and reserves complete editorial license including the right to refuse any advertisement which it, at its sole discretion, considers to be unsuitable.*

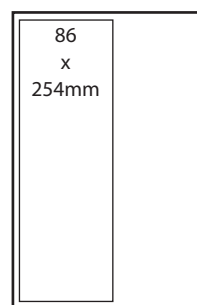
## DIMENSIONS



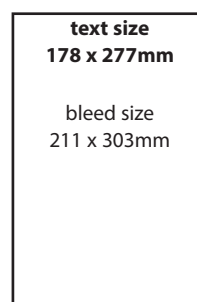
Quarter page



Half page landscape



Half page portrait



Full page 205 x 297mm