



· INSTITUTE · OF · HISTORIC ·
BUILDING · CONSERVATION

The home of the conservation professional

CONTEXT



The Institute of Historic Building Conservation is the principal body in the UK representing professionals and specialists involved in the conservation and preservation of historic buildings and their surroundings. Over half the institute's members are private sector professionals, including conservation architects, surveyors and heritage consultants and almost a third are conservation officers in central and local government. Most others are in either the voluntary sector or education.

Cathedral Communications, well known for The Building Conservation Directory, also publishes the institute's highly regarded news and information magazine Context. Context informs readers about developments in professional practice and the management of the historic environment and provides a diverse and interesting forum for discussion about issues of professional concern.

How it works

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 four issues per year, you have the opportunity to keep everyone up-to-date with the latest developments in your organisation and products and services range in this rapidly changing market.

Who uses it?

Context goes out four times a year to 2,600 individual IHBC members plus other conservation professionals on subscription

The IHBC also sends out copies of each issue to other selected organisations, course providers and exhibition organisers based on the issue themes.

Free flipping-page digital versions of Context are provided in the Context Archive on www.ihbc.org.uk to extend its reach even further.

ADVERTISING RATES

Display advertisements

Quarter page	£250
Half page	£400
Full page	£700

Classified advertisements

(Typesetting and artwork by Cathedral Communications)
50 word text Profile with a small colour photo

£150

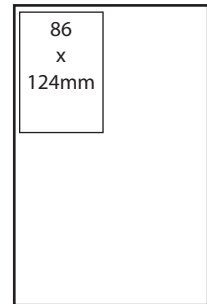
Display artwork requirements

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 MSPublisher, Word or Powerpoint.

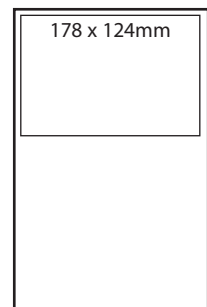
Please include all linked/embedded images and logos, details of all fonts used, and a pdf or hard copy for reference.

- * *ask for details of series discounts*
- ** *series 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 deny access to advertisers due to the unsuitability of their products or services or advertising materials in its sole discretion.*

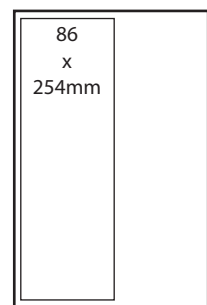
DIMENSIONS



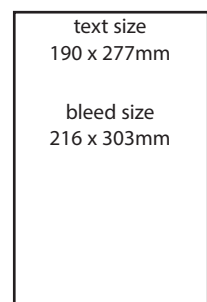
Quarter page



Half page landscape



Half page portrait



Full page