

HERITAGE RAILWAY

THE BRIGHTER STEAM NEWS MAGAZINE



MEDIA INFORMATION 2018/2019

MORTONS
MEDIA GROUP LTD

MEDIA PACK

Heritage Railway is the only magazine in its field to concentrate on every aspect of Britain's wonderful network of preserved railways, whether the motive power be steam, diesel or electric.

Renowned for page after page of news, with hard-won exclusives guaranteed every month, the magazine also boasts some of the finest atmospheric photography in the business, and well-researched historic features leave no stone unturned.

Regular sections cover main line news, modern day revival scheme, railwayana, tour listings, young volunteers, carriages and wagons, the changeover years (the transitional period from steam to more modern forms of traction), models and much, much more.

A superb 'Main Line Itinerary' column brings news of all forthcoming heritage main line specials, lively and controversial readers' letters pages and a complete 'Up & Running' guide tells when our heritage lines is in action.

News is the lifeblood of Heritage Railway, its switched-on team wastes no time in expanding topical issues into extended 'News Focus Specials' at the drop of a hat.



News

Foxfield carries the coals

...the first time since the 1960s that a coal train has been hauled by a steam locomotive on the Great Western Railway.

New Lottery bid prepared for J21

...the 1925 Class 4-4-0 locomotive, which was built at Swindon Works in 1925.

LMS star for last GWR 175 event

...the 1925 Class 4-4-0 locomotive, which was built at Swindon Works in 1925.

Photo charter for new 'Terrier' chimney

...the 1925 Class 4-4-0 locomotive, which was built at Swindon Works in 1925.

Full steam ahead

Preservation 1975-79

...the first time since the 1960s that a coal train has been hauled by a steam locomotive on the Great Western Railway.

10 YEARS OF PRESERVATION

...the first time since the 1960s that a coal train has been hauled by a steam locomotive on the Great Western Railway.

MOVING TO BILBERRIE

...the first time since the 1960s that a coal train has been hauled by a steam locomotive on the Great Western Railway.

advertising bookings...

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statistics...

- 93%** of readers are happy with the balance between News and Features of Heritage Railway
- 87%** spend between 2 and 3 hours+ reading Heritage Railway
- 86%** attend shows and events connected to their hobby
- 68%** of readers would travel over 100 miles for an event or equipment
- 51%** spend between £500 and £3000+ on their hobby each year

circulation demographics...

Target readership

- ABC1 Profile
- 96% Male readership
- 67% over the age of 40
- 65% earn £20k+
- 52% holiday in the UK twice or more a year



advertising deadlines...

ISSUE	BOOKING DEADLINE	ON SALE
2018		
ISSUE 239	Thurs, Feb 22	Fri, Mar 9
ISSUE 240	Thurs, Mar 22	Fri, Apr 6
ISSUE 241	Thurs, Apr 19	Fri, May 4
ISSUE 242	Thurs, May 17	Fri, Jun 1
ISSUE 243	Thurs, Jun 14	Fri, Jun 29
ISSUE 244	Thurs, Jul 12	Fri, Jul 27
ISSUE 245	Thurs, Aug 9	Fri, Aug 24
ISSUE 246	Thurs, Sep 6	Fri, Sep 21
ISSUE 247	Thurs, Oct 4	Fri, Oct 19
ISSUE 248	Thurs, Nov 1	Fri, Nov 16
ISSUE 249	Thurs, Nov 29	Fri, Dec 14
2019		
ISSUE 250	Mon, Dec 17	Fri, Jan 11
ISSUE 251	Thurs, Jan 24	Fri, Feb 8
ISSUE 252	Thurs, Feb 21	Fri, Mar 8
ISSUE 253	Thurs, Mar 21	Fri, Apr 5
ISSUE 254	Thurs, Apr 18	Fri, May 3



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specifications...

FILES CAN BE SUBMITTED BY EMAIL, FTP, CD OR DVD.

- We require high resolution PDF files, saved as version 1.3, as per pass4press specs (see www.pass4press.com for more information). All fonts need to be embedded, all images and logos must be CMYK and saved at 300 ppi (pixels per inch).
- Should you be unable to supply version 1.3 PDF files, you agree to allow us to convert your artwork to a flattened raster TIFF file.

- We cannot accept artwork supplied as Microsoft Word*, Publisher, Excel, PowerPoint or Corel Draw files. Artwork from these applications should either be exported as a PDF or the components supplied separately as text and images. *Word documents are acceptable to supply text.

Please send a colour accurate hard proof in the post for our reference. Mortons media group Ltd will not accept responsibility for any errors that result due to non-provisions of this proof.

COMPLIMENTARY ADVERT PRODUCTION

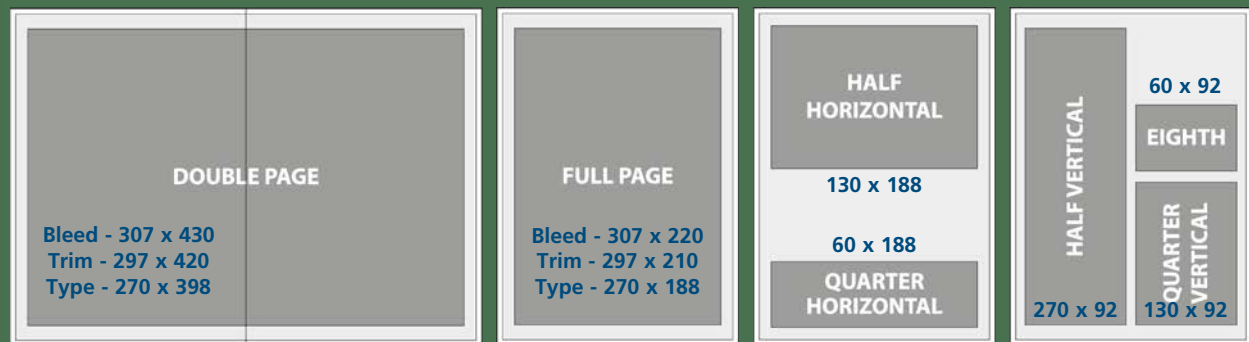
Should you wish to take advantage of our complimentary advert production service, please contact us to discuss your requirements.

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**Mortons Media Group, Media Centre,
Morton Way, Horncastle, Lincolnshire
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advertisement sizes...



Terms of Acceptance and Cancellation terms

The publisher reserves the right to refuse, amend, withdraw, or otherwise deal with an advertisement at their absolute discretion and without explanation. All advertisements are accepted on the condition that the advertiser warrants that the advertisements do not in any way contravene any Act of Parliament, statutory instrument or EU Regulation and are not in any other way illegal or tortuous. Although every care is taken to avoid mistakes, the publisher will not be responsible for any loss occasioned by the failure of an advertisement to appear for any cause whatever, nor do they accept liability for Printer's errors. No responsibility will be accepted for loss of, or damage to artwork. Special positions will be met subject to space availability but cannot be guaranteed; where special position charges have been contracted but the position not available, the special charge will not be levied. Payment is due within 30 days of invoice date; any amount outstanding thereafter is subject to interest equating to a monthly rate of 3%. Any cancellations must be submitted in writing to the publisher six weeks prior to publication date; any cancellations after the booking deadline will be charged for in full.

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