

Media Information 2018



SYNONYMOUS WITH THE RAILWAY SCENE

Launched	:	1897
Circulatio	m:	37,282
Cover Pri	ce:	£4.40
Frequenc	y:	Monthly
1 Jan 201	5- 31 Dec 20	15 ABC certified

READER PROFILE

Male:	99%
Female:	1%

LOYAL READERS

The average length of readership is **26 years** For **44**% of respondents, *The Railway Magazine* is the only rail magazine they read

PASSIONATE ABOUT RAIL!

88% of respondents describe themselves as rail **enthusiasts** Nearly 50% would go on a *Railway Magazine* holiday

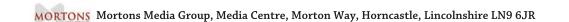
RESPONSIVE TO MAG ADVERTISING

77% of readers have made a purchase from an advert in *The Railway Magazine*

ONLINE USAGE Nearly 70% of readers access the internet

For more information, please contact: Craig Amess Tel: 01507 529537 • Fax: 01507 371075 email: camess@mortons.co.uk

> YEARS THE A4s





Media Information 2018

DISPLAY RATE CARD

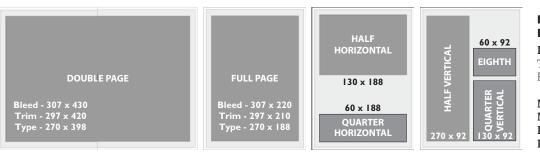


SERIES FLAINS		
3 consecutive insertions	10%	
6 consecutive insertions	15%	
12 consecutive insertions	20%	





ADVERTISEMENT SIZES



ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
2018		
MARCH	Wed, Feb 21	Wed, Mar 7
JUNE	Wed, Mar 21	Wed, Apr 4
MAY	Wed, Apr 18	Wed, May 2
JUNE	Wed, May 23	Wed, Jun 6
JULY	Wed, Jun 20	Wed, Jul 4
AUGUST	Wed, Jul 18	Wed, Aug I
SEPTEMBER	Wed, Aug 22	Wed, Sep 5
OCTOBER	Wed, Sep 19	Wed, Oct 3
NOVEMBER	Wed, Oct 24	Wed, Nov 7
DECEMBER	Wed, Nov 21	Wed, Dec 5
2019		
JANUARY	Wed, Dec 12	Wed, Jan 2

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.

FOR TECHNICAL INFORMATION CONTACT:

Darren Hendley Tel: 01507 529292 Email: dhendley@mortons.co.uk

Mortons Media Group, Media Centre, Morton Way, Horncastle, Lincolnshire LN9 6JR

For more information, please contact: **Craig Amess** Tel: 01507 529537 • Fax: 01507 371075 email: camess@mortons.co.uk

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 torfuous. 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.