

The **RAILWAY** *Magazine*

Media Information 2018

1968 HIXON CRASH: WAS IT AVOIDABLE?

The **RAILWAY**
BRITAIN'S BEST-SELLING RAIL TITLE *Magazine*
January 2018 • £4.40

**Dawn of a Golden Age for
Vintage Trains?**



CROYDON TRAGEDY: RAIB DEMANDS TRAM SAFETY SHAKE-UP

◆ GRAYLING'S NEW VISION FOR RAIL ◆ EAST COAST BAILOUT ROW
◆ 'JEEPS' IN NORTHERN IRELAND ◆ HLF DROPS GCR MUSEUM FUNDING

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SYNONYMOUS WITH THE RAILWAY SCENE

Launched:	1897
Circulation:	37,282
Cover Price:	£4.40
Frequency:	Monthly
1 Jan 2015- 31 Dec 2015 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:

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DISPLAY RATE CARD



SERIES PLANS

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



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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).

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COMPLIMENTARY ADVERT PRODUCTION

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

ADVERTISEMENT SIZES

<p>DOUBLE PAGE</p> <p>Bleed - 307 x 430 Trim - 297 x 420 Type - 270 x 398</p>	<p>FULL PAGE</p> <p>Bleed - 307 x 220 Trim - 297 x 210 Type - 270 x 188</p>	<p>HALF HORIZONTAL</p> <p>130 x 188</p> <p>60 x 188</p> <p>QUARTER HORIZONTAL</p>	<p>HALF VERTICAL</p> <p>270 x 92</p> <p>60 x 92</p> <p>EIGHTH</p> <p>QUARTER VERTICAL</p> <p>130 x 92</p>
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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 1
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

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