

The RAILWAY Magazine

Media Information 2022

A 'SYPHON' AT 60! | **DIAMOND CELEBRATIONS FOR EARLY CLASS 37** | **A4 GETS WARTIME BLACK LOOK** SNG MOVES TO CREWE FOR OVERHAUL

The RAILWAY Magazine

BRITAIN'S BEST-SELLING RAIL TITLE
October 2021 • £4.70

On board with GBRf 2021

The highs and lows of the four-day charity tour

124 PAGES
OF THE BEST NEWS,
FEATURES &
PHOTOGRAPHY

STEAM DOWN UNDER
Six-day spectacular around Victoria

'POISONING THE WELL'
How BR prepared to privatise the rail freight industry

BRIDGE BASH WOES
Major incidents sever main lines... again

SYNONYMOUS WITH THE RAILWAY SCENE

Launched:	1897
Circulation:	49,000
Cover Price:	£4.90
Frequency:	Monthly

READER PROFILE

Male:	99%
Female:	1%

LOYAL READERS

The average length of readership is 30 years

For 44% of respondents, *The Railway Magazine* is the only rail magazine they read

PASSIONATE ABOUT RAIL!

90% 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

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email: camess@mortons.co.uk



The **RAILWAY** *Magazine*

DIGITAL OPPORTUNITIES

SOCIAL MEDIA

- from £100 + VAT

An opportunity to be featured on The Railway Magazine Facebook pages and to be shared on our railway titles social media platforms.

DIGITAL ADVERT PAGE

- from £200 + VAT per month

This will be displayed on our digital versions on The Railway Magazine website and can contain a hyperlink to your website and embedded video.

NATIVE ADVERTORIAL - from £250 + VAT

A covert piece of advertising designed to create hype about a product or service. This can include images, text, hyperlinks and embedded videos. These stay on the website indefinitely.

WEBSITE TAKEOVER - from £500 + VAT per month

This will be a digital advert from one company for a specific timeframe on all available spaces on every web page.

WEB BANNERS

- from £50+ VAT per month

A banner runs along the top or side of every page on The Railway Magazine website. It contains 3 different boxes that can include images and texts.

These are one-off prices. For package deals we offer up to 25% DISCOUNT depending on commitment.

You will be reaching an audience of approximately 100,000 people each month.

DISPLAY ADVERTISING - All prices plus VAT

Size	Size	One-off	3 months	6 months	12 months
Eighth Page	6cm high x 9.2cm wide	£180	£162	£153	£144
Quarter Page	13cm high 9.2cm wide	£325	£293	£277	£260
Half Page	13cm high 18.8cm wide	£556	£501	£473	£445
Full Page	27cm high 18.8cm wide	£845	£761	£719	£676

- All files should be submitted as a font included PDF/X-1a files with all images and logos saved as CMYK & 300 dpi.
- Colour settings: Europe General Purpose 3
- ICC profile: Coated FOGRA39
- Spot colours to be converted to CMYK
- For more information go to www.pass4press.com to download presets for all major applications

Should you be unable to supply version X-1a PDF files, you agree to allow us to convert your artwork to a flattened raster TIFF file.

CLASSIFIED RATES - All prices plus VAT - Contact us for a different size

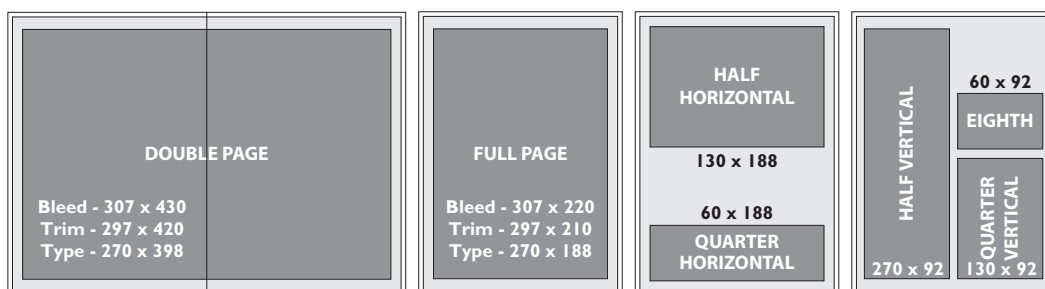
Size	Size	One-off	3 months	6 months	12 months
Standard 3x1	3cm high x 4.4cm wide	£35	£32	£30	£28
Sixteenth Page	3cm high 9.2cm wide	£65	£59	£56	£52
Eighth Page	6cm high 9.2cm wide	£120	£108	£102	£96
Quarter Page	13cm high 9.2cm wide	£230	£207	£196	£184

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.

ADVERTISEMENT SIZES



FOR TECHNICAL INFORMATION CONTACT:

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ADVERTISING DEADLINES... 2022

ISSUE	BOOKING DEADLINE	ON SALE
FEBRUARY	Wednesday, January 19	Wednesday, February 2
MARCH	Wednesday, February 16	Wednesday, March 2
APRIL	Wednesday, March 23	Wednesday, April 6
MAY	Wednesday, April 20	Thursday, May 5
JUNE	Wednesday, May 18	Wednesday, June 1
JULY	Wednesday, June 22	Wednesday, July 6
AUGUST	Wednesday, July 20	Wednesday, August 3
SEPTEMBER	Wednesday, August 24	Wednesday, September 7
OCTOBER	Wednesday, September 21	Wednesday, October 5
NOVEMBER	Wednesday, October 19	Wednesday, November 2
DECEMBER	Wednesday, November 23	Wednesday, December 7
JANUARY	Wednesday, December 14	Wednesday, January 4

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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 tortious. 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.



The Railway Magazine is the market leader in the UK railway market giving you the maximum potential customers both in sale and in value per pound.

Celebrating our 125th year this year we have been the publication of record since 1897.

We reach both industry workers and enthusiasts and cover all aspects of the railway.



Circulation Demographics

- 99% male
- 87% aged 55-plus
- ABC profile
- Market leader with regards to sold copies of the sector
- Average household income £32k+

Vital Statistics

- Biggest circulation in the UK market
- 98.70% enjoy train travel
- 56.94% don't use social media
- 85% like both steam and diesel
- 64.21% interested in model railways
- 58% are interested in overseas railways



Popular Features

- Headline news
- Panorama
- Track record section
- Multiple aspects - with Lord Berkeley
- 100 Years Ago
- Steam and heritage news

