

# HERITAGE RAILWAY

THE BRIGHTER STEAM NEWS MAGAZINE



MEDIA INFORMATION 2017/2018

**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



**New Lottery bid prepared for J21**  
 A bid for the J21 locomotive has been prepared by the National Lottery. The bid is for the purchase of the locomotive for the National Lottery. The bid is for the purchase of the locomotive for the National Lottery.

**LMS star for last GWR 175 event**  
 The LMS 4-6-2 locomotive is to be the star of the last GWR 175 event. The locomotive is to be the star of the last GWR 175 event.

**Photo charter for new 'Terrier' chimney**  
 A photo charter for the new 'Terrier' chimney has been arranged. The photo charter for the new 'Terrier' chimney has been arranged.

## T9 comeback boosts Bodmin profile

The return to action of the sole surviving LNER T9 Greyhound 44 0 No 3019 on 2 September has not only seen an old favourite 'tugging' again, but has done much to raise the profile of the new home, the Bodmin & Wenford Railway, an LNER route to Wadebridge.

## What's in the magazine?

The magazine is packed with news, features, and photographs. It covers a wide range of topics related to the railway industry and heritage.



## Full steam ahead Preservation 1975-79

In the 70s and 80s, the preservation of steam railways was rare and headline-grabbing. By the 90s, the rail world had become a much more established industry. This special issue looks back at the early days of preservation.

**MOVED TO SHEDDING RAIL**

Locomotive	Number	Class	Notes
1000	1000	0-6-0	...
1001	1001	0-6-0	...
1002	1002	0-6-0	...
1003	1003	0-6-0	...
1004	1004	0-6-0	...
1005	1005	0-6-0	...
1006	1006	0-6-0	...
1007	1007	0-6-0	...
1008	1008	0-6-0	...
1009	1009	0-6-0	...
1010	1010	0-6-0	...



advertising bookings...

Sue Needham

sneedham@mortons.co.uk

Tel: 01507 529310 • Fax: 01507 371075

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



## 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
<b>2017</b>		
ISSUE 232	Thurs, Aug 10	Fri, Aug 25
ISSUE 233	Thurs, Sep 7	Fri, Sep 22
ISSUE 234	Thurs, Oct 5	Fri, Oct 20
ISSUE 235	Thurs, Nov 2	Fri, Nov 17
ISSUE 236	Thurs, Nov 30	Fri, Dec 15
<b>2018</b>		
ISSUE 237	Mon, Dec 18	Fri, Jan 12
ISSUE 238	Thurs, Jan 25	Fri, Feb 9
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



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## Classified rates per cm column

	1 month	3 months	6 months	12 months
3cm x 1 col	£36	£32	£30	£29
6cm x 1 col	£65	£58	£55	£51.50

## Run of paper size...

	1 month	3 months	6 months	12 months
Full page (27cm x 4col)	£709	£638	£602	£567
Half page (13cm x 4col)	£390	£351	£331	£312
Quarter Page (12cm x 2col)	£214	£192	£182	£171
Eighth Page (6cm x 2col)	£118	£106	£99	£95

Please note that all prices quoted include full colour. VAT at the current rate should be added to all above prices.

## 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](http://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

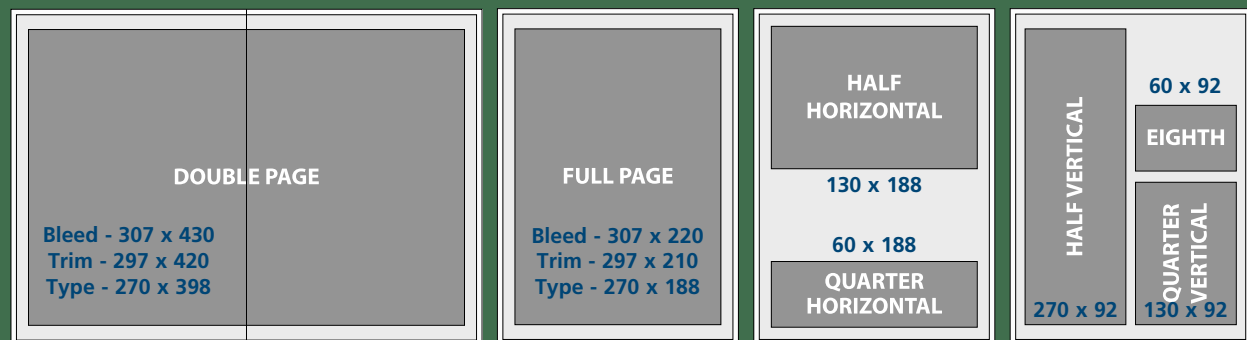
Should you wish to take advantage of our complimentary advert production service, please contact us to discuss your requirements.

### FOR TECHNICAL INFORMATION CONTACT:

Darren Hendley Tel: 01507 529292  
Email: [dhendley@mortons.co.uk](mailto:dhendley@mortons.co.uk)

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

## 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.

## advertising bookings...

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