

## MEDIA PACK

### 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...

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

### advertising bookings...

**Craig Amess**

[camess@mortons.co.uk](mailto:camess@mortons.co.uk)

Tel: 01507 529537

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

# HERITAGE RAILWAY

THE COMPLETE PRESERVATION NEWS MAGAZINE



## MEDIA INFORMATION

**MORTONS**  
MEDIA GROUP LTD

HERITAGE  
RAILWAY



# MEDIA PACK

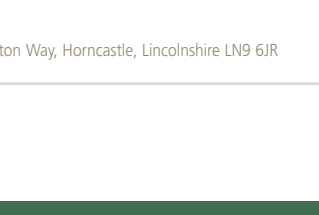
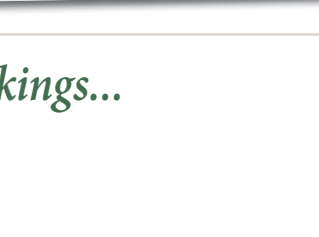
**Heritage Railway** is the only magazine in its field to concentrate on every aspect of Britain's wonderful network of preserved railways, whether the motive power be steam, diesel or electric.

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**

**LMS star for last GWR 175 event**

**Photo charter for new 'Terrier' chimney**

**T9 comeback boosts Bodmin profile**

**B&F 50 to be 'Bodmin'?**

**Steamer**

**Heritage Railway**

**Full steam ahead**

**Preservation 1975-79**

**Heritage Railway**

HERITAGE RAILWAY

advertising bookings...

Craig Amess

cames@mortons.co.uk

Tel: 01507 529537

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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
2022		
ISSUE 289	Thursday, January 6	Friday, January 21
ISSUE 290	Thursday, February 3	Friday, February 18
ISSUE 291	Thursday, March 3	Friday, March 18
ISSUE 292	Wednesday, March 30	Thursday, April 14
ISSUE 293	Thursday, April 28	Friday, May 13
ISSUE 294	Thursday, May 26	Friday, June 10
ISSUE 295	Thursday, June 23	Friday, July 8
ISSUE 296	Thursday, July 21	Friday, August 5
ISSUE 297	Wednesday, August 17	Friday, September 2
ISSUE 298	Thursday, September 15	Friday, September 30
ISSUE 299	Thursday, October 13	Friday, October 28
ISSUE 300	Thursday, November 10	Friday, November 25
ISSUE 301	Thursday, December 8	Friday, December 23



HERITAGE RAILWAY