

RAIL EXPRESS



MEDIA INFORMATION 2017/2018

MORTONS
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RAIL EXPRESS

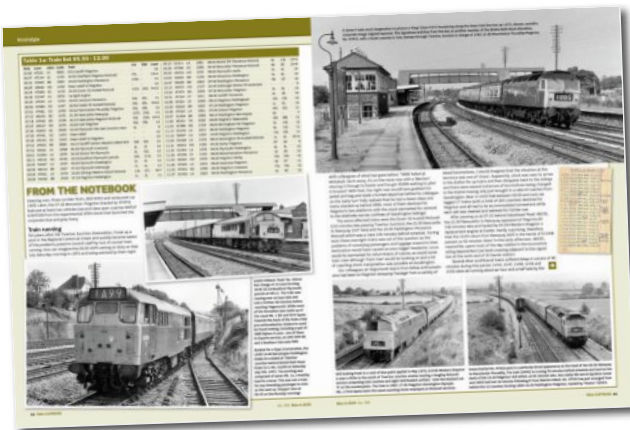
RAIL EXPRESS is Britain's favourite modern railway publication. Now in its 16th year of publication, the magazine provides a wide range of features and columns that cover every aspect of the post-steam rail network. The authoritative editorial content is backed up by what is widely regarded to be the best in railway photography, all printed on high quality paper.

RE's coverage of the large diesel and electric preservation movement is second to none, with an extensive diary section, while regular columns within RE cover traction developments, notable workings, shunters, multiple units, coaching stock and wagons. There is also a monthly look at the railtour scene, which lists all the tours for the next month, while passenger and freight operations North and South of the border in Ireland are also covered.

The news coverage within the magazine is concise and comprehensive, with expert analysis from our team, which includes industry insiders. RE looks beyond the press releases to bring readers the real story of the latest developments on the network.

Feature wise, the magazine has an eclectic series of on-running articles, drawn from a pool of the very best railway authors. These cover a wide series of topics, including locomotive liveries, contemporary and historic freight and passenger operations, important anniversaries and much more.

Nostalgia is not forgotten, and RE regularly includes cracking material from back in the day. This includes one of the most popular sections of the magazine, our Time Traveller serial, which takes a look back at the railway, current affairs and pop culture news from 10, 20, 30, 40 and 50 years ago.



ADVERTISING BOOKINGS...

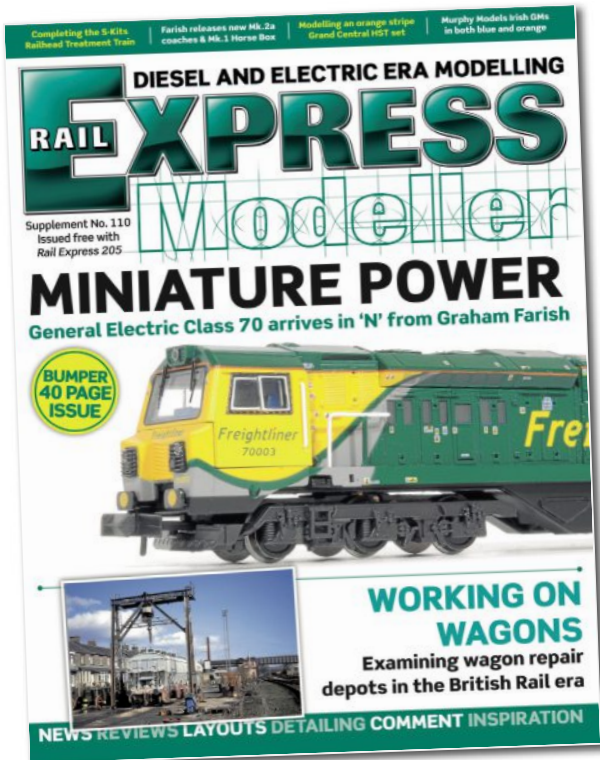
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RAIL EXPRESS Modeller

As well as all of the above, every issue of the magazine includes a 32-page or larger RAIL EXPRESS Modeller supplement. Launched in April 2004 as a 16-page pull-out section, the mini-magazine has gone from strength to strength and is recognised as being the number one read for modern railway modellers.

Much imitated, never bettered, is undoubtedly the case when it comes to the RAIL EXPRESS Modeller supplement. Rival publications have tried, but no-one has yet matched REM's combination of comment, up-to-date news, authoritative and honest reviews, outstanding detailing articles, superb layout coverage and the very best in product photography.

CIRCULATION DEMOGRAPHICS...

Target readership

- ABC1 profile - Predominately male with an average age of 35-45
- Large number of casual and semi-professional photographers
- Earn over £20K+ and spend between £5000 and £3000+ on their hobby each year
- Holiday in the UK twice or more a year with a growing number taking foreign trips
- Regularly attend exhibitions, diesel galas and open days, and prepared to travel over 100 miles to an event



ADVERTISING DEADLINES...

| ISSUE | BOOKING DEADLINE | ON SALE |
|-------------|------------------|-------------|
| October | Thurs, Sep 7 | Fri, Sep 22 |
| November | Thurs, Oct 5 | Fri, Oct 20 |
| December | Thurs, Nov 2 | Fri, Nov 17 |
| 2017 | | |
| January | Wed, Dec 6 | Fri, Dec 22 |
| February | Wed, Jan 3 | Fri, Jan 19 |
| March | Wed, Jan 31 | Fri, Feb 16 |
| April | Wed, Feb 28 | Fri, Mar 16 |
| May | Wed, Apr 4 | Fri, Apr 20 |
| June | Wed, May 2 | Fri, May 18 |
| July | Wed, May 30 | Fri, Jun 15 |
| August | Wed Jul 4 | Fri Jul 20 |
| September | Wed Aug 1 | Fri Aug 17 |
| October | Wed Sep 5 | Fri Sep 21 |
| November | Wed Oct 3 | Fri Oct 19 |
| December | Wed Oct 31 | Fri Nov 16 |



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ADVERTISING RATES...

| | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|--------------|---------|----------|----------|-----------|
| Full page | £360.50 | £309 | £283.25 | £257.50 |
| Half page | £283.25 | £257.50 | £231.75 | £206 |
| Quarter Page | £180.25 | £154.50 | £128.75 | £103 |
| Eighth Page | £103 | £87.55 | £77.25 | £66.95 |
| Sixteenth | £51.50 | £46.35 | £41.20 | £36.05 |

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 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

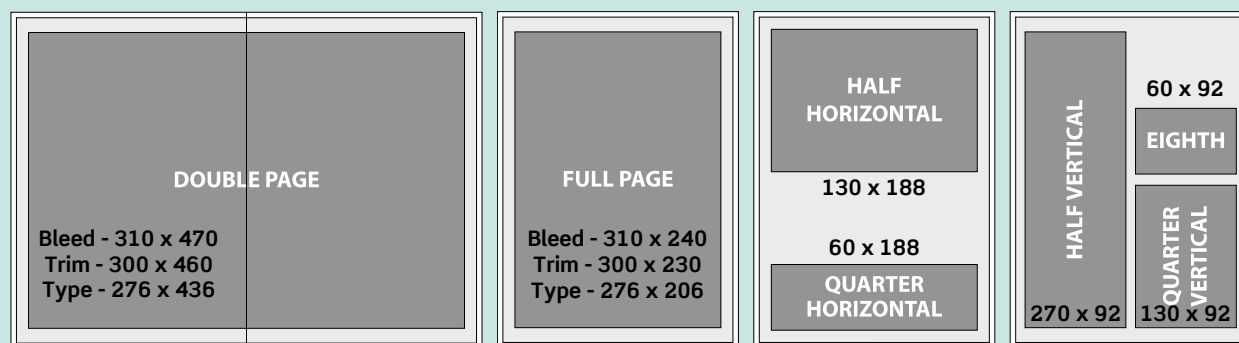
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FOR TECHNICAL INFORMATION CONTACT:

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**Mortons Media Group, Media Centre,
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ADVERTISEMENT SIZES...



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