

# The RAILWAY MAGAZINE®

Synonymous with the  
railway scene



Launched:	1897
Circulation:	34,715
Cover Price:	£3.65
Frequency:	Monthly

## Reader Profile

Male/Female:	99% / 1%
Average Age:	63

## Loyal Readers

The average length of readership is  
**26 years**

For **44%** of respondents, *Railway* 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 *Railway*  
magazine

## Online usage

**Nearly 70%** of readers access the  
internet

Source: ABC Jun – Dec 2009/Reader Survey July 06

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For more information, please contact:

Michelle Carr – Display Sales Executive

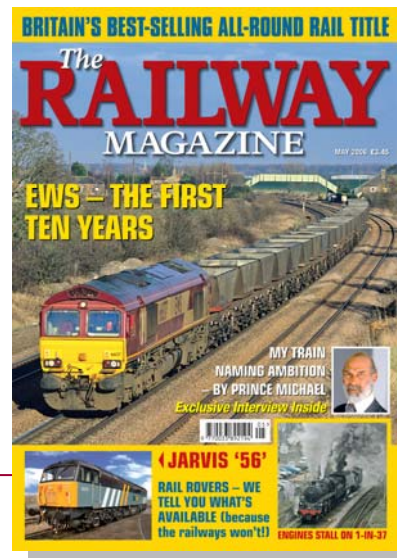
020 3148 2578

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<http://www.ipcadvertising.com/>

\* Of those who have not been on a *Railway* magazine holiday

# The RAILWAY MAGAZINE®



## Display Rate Card

### Set Sizes

Double Page Spread

Page

1/2 Page

1/4 Page

### Colour

£1,967

£1,045

£584

£396

*All rates are exclusive of VAT*

### Mechanical Details :

DPS 279 x 390 (Type Area)

297 x 420 (Trim)

303 x 432 (Bleed)

Page 279 x 185 (Type Area)

297 x 210 (Trim)

303 x 216 (Bleed)

1/2 Horizontal 137 x 185

1/2 Vertical 279 x 90

1/4 Horizontal 66 x 185

1/4 Vertical 137 x 90

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