

Steam Heritage

PUBLISHING

MEDIA PACK

Promote your event or business to
1,000s of steam and heritage enthusiasts

Vintage SPIRIT

The quality monthly magazine for steam
and industrial heritage enthusiasts
celebrating the spectacle of immaculately
restored old machinery

Steam Heritage

The printed and online comprehensive
guide to Britain's transport and
industrial heritage with thousands of
event, attraction and museum listings

ADVERTISING ENQUIRIES:

CALL ANDY ON **07812 826086** OR EMAIL **ANDY@STEAMHERITAGE.CO.UK**

WWW.STEAMHERITAGE.CO.UK

Vintage SPIRIT

The quality magazine for steam and
industrial heritage enthusiasts

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Steam Heritage GUIDE

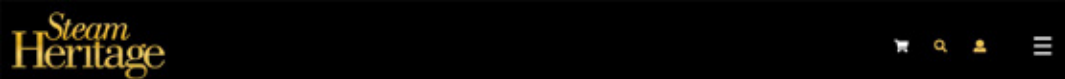
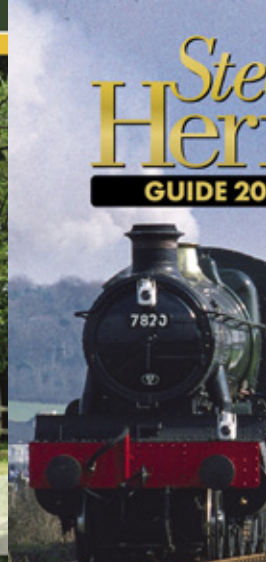
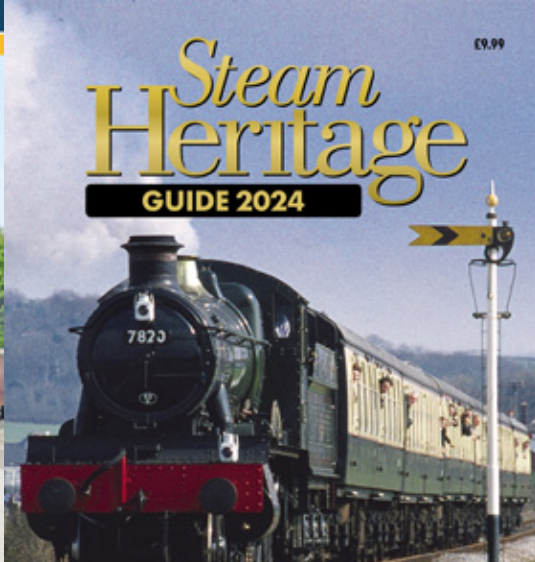
The comprehensive annual printed guide to
Britain's transport and industrial heritage

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Steam Heritage WEBSITE

The online resource for transport and
heritage attractions, museums and events

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BRAND NEW event for 2023!
GET INVOLVED!

WORKING VEHICLES DAY 08 JUL

BROOKLANDS MUSEUM

Your guide to Britain's transport and industrial heritage

Search around 3,000 museums, attractions and events for fantastic days out!



07th SEP 2023
Ham Steam Rally & Show

Special Vehicles / Background of
Autumn Steam / Miscellaneous /
Steam & Vintage Railways /
Steam & Vintage Railways

07th SEP 2023
Autumn Show

Classic Cars / Commercial
Vehicles / Background of
Autumn Steam / Miscellaneous /
Steam & Vintage Railways /
Steam & Vintage Railways

Let's talk history

VIRTUAL FOR YEARS 3-6

SAT 9TH - SUN 10TH SEP 2023
Autumn Transport Gala
BEAMISH MUSEUM 2023

Beamish Classic Cars / Commercial Vehicles / Heavy
Horse / Steam and Vintage Railways

SAT 9TH SEP 2023
Findon Sheep Fair & Village
West Sussex

Countryside / Fairground

VIEW

Advertise with Steam Heritage

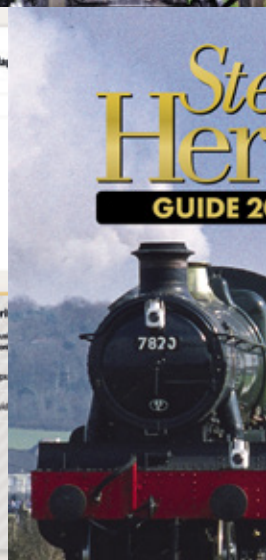
Promote your event, attraction or business to heritage enthusiasts in print and online

MONTHLY in Vintage Spirit magazine

ALL YEAR in Steam Heritage Guide

ONLINE on this website

FIND OUT MORE >



Vintage SPIRIT

THE QUALITY MAGAZINE
FOR STEAM AND INDUSTRIAL
HERITAGE ENTHUSIASTS



Published every month on the second Friday of the preceding month, *Vintage Spirit* is the magazine for those who enjoy the spectacle of immaculately restored old machinery, or are fascinated by Britain's rich transport and industrial heritage.

Each month we bring back the **sights and sounds of yesteryear** in vivid detail with all the latest news and events from the preservation world as well as fascinating features on restoration projects, manufacturers, museums and well-known faces.

Written by enthusiasts for enthusiasts, *Vintage Spirit* is a celebration of not only what used to be, but also what still is.

With **thousands of readers** from the preservation world, including many engine and vehicle owners, don't miss out on your chance to put your business, event or attraction in front of this dedicated and enthusiastic market.



DISPLAY ADVERTISING

INSERTIONS:		1	3	6	12
	DOUBLE PAGE	£595	£675	£625	£600
	FULL PAGE	£395	£360	£340	£320
	HALF PAGE	£250	£230	£200	£190
	QUARTER PAGE	£175	£165	£150	£140
	EIGHTH PAGE	£100	£90	£80	£75



INSERTS

Include flyers with each copy of Vintage Spirit. Rates by negotiation depending on weight and size.



SPECIAL RATES

Cover Position:
10% extra (*subject to availability*)

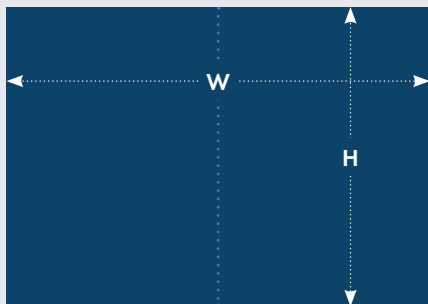
Agency Discount: 10%



COPY DATES

Vintage Spirit is published on the **second Friday of the preceding month**. Artwork must be supplied in the correct format **no later than two weeks before**.

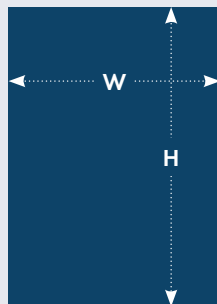
ARTWORK SPECIFICATIONS



DOUBLE-PAGE (DPS)

420mm wide x 297mm high

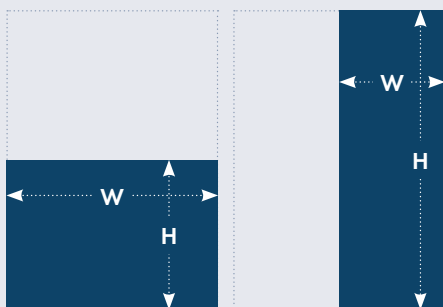
Include 3mm bleed each side plus crop marks.
Please do not put text closer than 7mm to edge.



FULL-PAGE

210mm wide x 297mm high

Include 3mm bleed each side plus crop marks.
Please do not put text closer than 7mm to edge.



HALF-PAGE

HORIZONTAL:

180mm wide x 127mm high

VERTICAL:

87mm wide x 262mm high

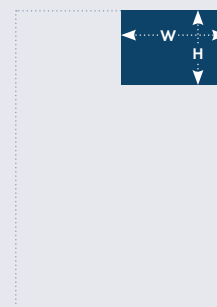
No crop marks or bleed



QUARTER-PAGE

87mm wide x 127mm high

No crop marks or bleed



EIGHTH-PAGE

87mm wide x 56mm high

No crop marks or bleed



FORMAT

Artwork should be supplied as a **high resolution PDF** with all fonts and images embedded in **CMYK** colour at **300dpi**.



SENDING

Small files can be sent by email, for larger files we suggest using WeTransfer (wetransfer.com) or a Dropbox link if available.

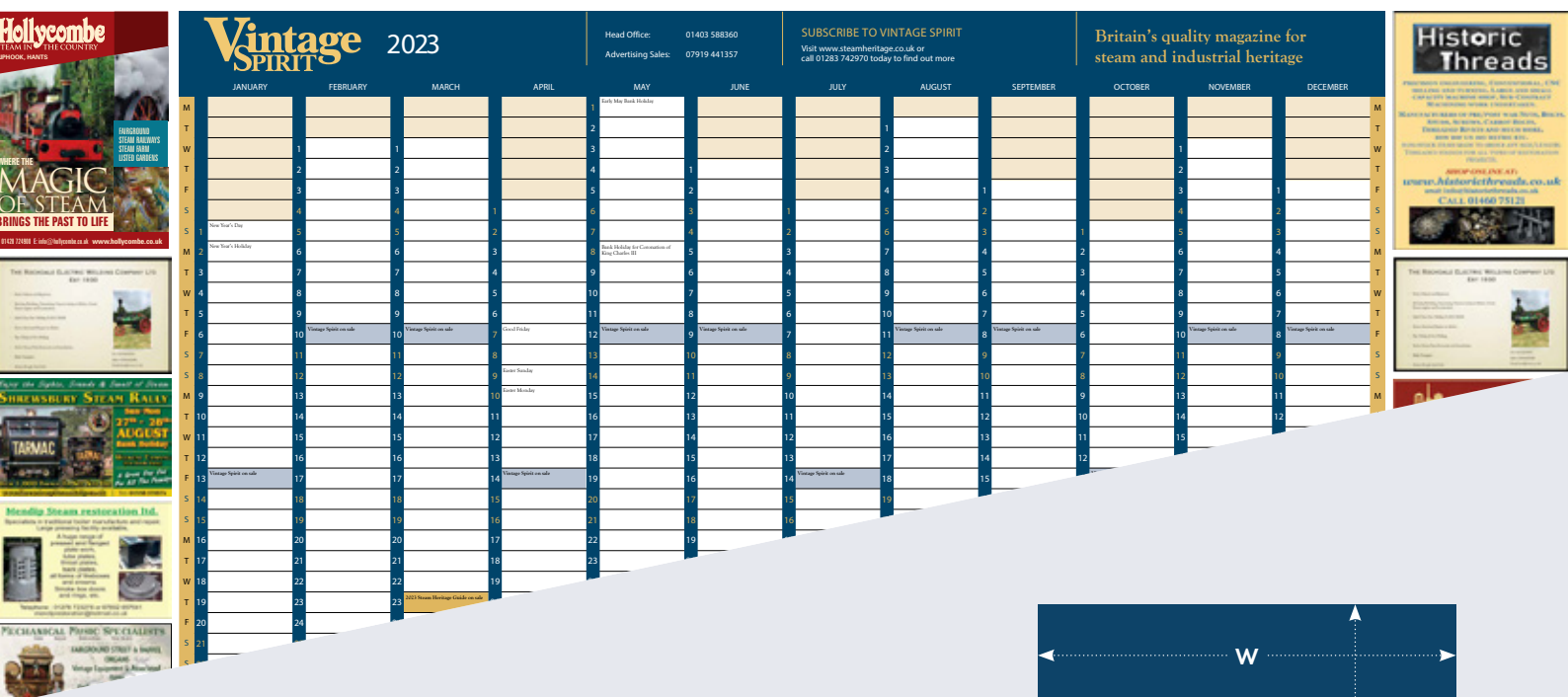


PLEASE NOTE

We cannot be held responsible for errors occurring from incorrectly supplied artwork. Any corrections, changes or design will be charged for.

Promote your business or event for the whole year on the Vintage Spirit Wallplanner. This is a popular giveaway included with the January issue (*published on the second Friday of December*).

At just under A1 in size, there is space for you to have a prominent ad in one of the single or double spaces. There are only a limited number of spaces available though, so make sure you book yours early to avoid disappointment.



RATES

SINGLE SPACE £125

DOUBLE SPACE £195

2024 COPY DATE:
10th November 2023

Prices exclude VAT

SINGLE SPACE

92mm wide x 60mm high
No crop marks or bleed

Please see display advertising artwork specifications for format and sending.

DOUBLE SPACE

92mm wide x 124mm high
No crop marks or bleed

EVENTS GUIDE

The Vintage Spirit Events Guide is included free with the April issue of the magazine. This is always a particularly popular issue of the magazine and this annual A5 booklet provides dates of steam rallies and events across the UK for the whole year.

This valuable guide to what's on is used by our readers throughout the rally season so it is a great place to promote your own event or service for an extended period of time.



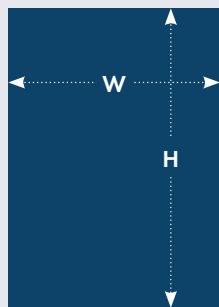
RATES

FULL PAGE £395

HALF PAGE £225

QUARTER PAGE £150

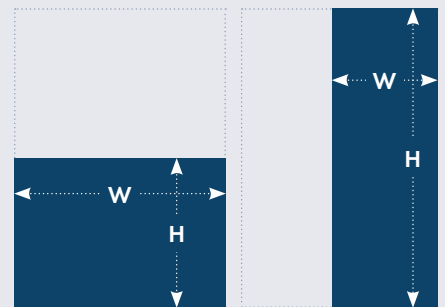
EIGHTH PAGE £95



FULL-PAGE

148.5mm wide x 210mm high

Include 3mm bleed each side plus crop marks. Please do not put text closer than 7mm to edge.



HALF-PAGE

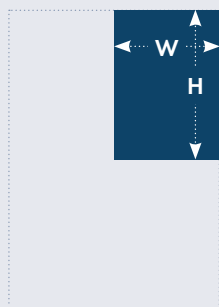
HORIZONTAL:

128.5mm wide x 93mm high

VERTICAL:

62mm wide x 190mm high

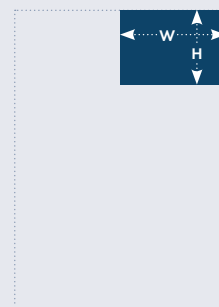
No crop marks or bleed



QUARTER-PAGE

62mm wide x 93mm high

No crop marks or bleed



EIGHTH-PAGE

62mm wide x 44.5mm high

No crop marks or bleed

2024 COPY DATE:
9th February 2024

Prices exclude VAT

Please see display advertising artwork specifications for format and sending.

PUBLICATION DATES

ISSUE	PUBLICATION DATE	COPY DEADLINE
May 2024	12th April 2024	28th March 2024
June 2024	10th May 2024	26th April 2024
July 2024	14th June 2024	24th May 2024
August 2024	12th July 2024	28th June 2024
September 2024	9th August 2024	26th July 2024
October 2024	13th September 2024	30th August 2024
November 2024	11th October 2024	27th September 2024
December 2024	8th November 2024	25th October 2024
2025		
January 2025	13th December 2024	29th November 2024
February 2025	10th January 2025	20th December 2024
March 2025	14th February 2025	31st January 2025
April 2025	14th March 2025	28th February 2025
May 2025	11th April 2025	28th March 2025
June 2025	9th May 2025	25th April 2025
July 2025	13th June 2025	30th May 2025
August 2025	11th July 2025	27th June 2025
September 2025	8th August 2025	25th July 2025
October 2025	12th September 2025	29th August 2025
November 2025	10th October 2025	26th September 2025
December 2025	14th November 2025	31st October 2025
2026		
January 2026	12th December 2025	28th November 2025

Steam Heritage



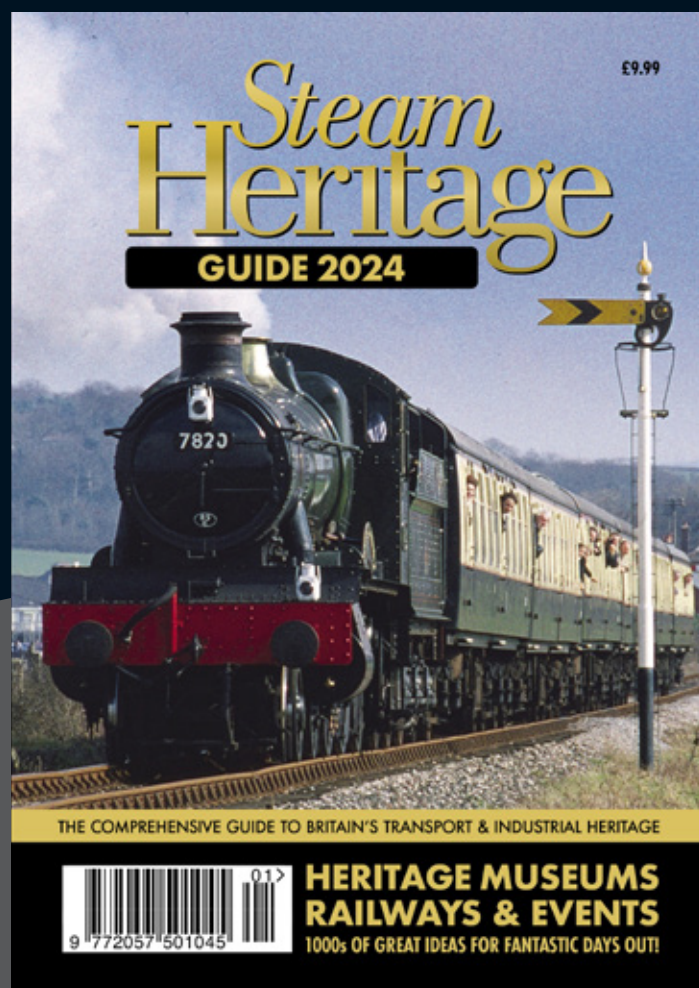
ANNUAL PRINTED GUIDE
ONLINE WITH OUR WEBSITE

Steam Heritage

MUSEUMS, RAILWAYS & EVENTS

GUIDE 2024

THE COMPREHENSIVE
GUIDE TO BRITAIN'S
TRANSPORT &
INDUSTRIAL HERITAGE



For around 60 years, the Steam Heritage Guide has been THE resource for the entire UK preservation scene covering all aspects of our heritage.


With around 950 museums, heritage railways and attractions and 1,500 events and steam rallies listed, the Steam Heritage Guide is Britain's most comprehensive guide to the heritage market.

Packed full of great ideas for fantastic days out, the Guide is ideal for any transport – whether it be road, rail, air or maritime – or industrial heritage enthusiast.

A5 in size, the Guide is published annually in March and is used by enthusiasts throughout the whole year to explore the numerous fantastic days out at heritage attractions and events that Britain has to offer.



DISPLAY ADVERTISING

	SIZE	RATE	INSIDE COVER	BACK COVER
	DOUBLE PAGE	£595		
	FULL PAGE	£395	+10%	+20%
	HALF PAGE	£225		
	QUARTER PAGE	£150		
	EIGHTH PAGE	£95		



SPECIAL RATES

Cover Position: 10%-20% extra
(subject to availability – see rates above)

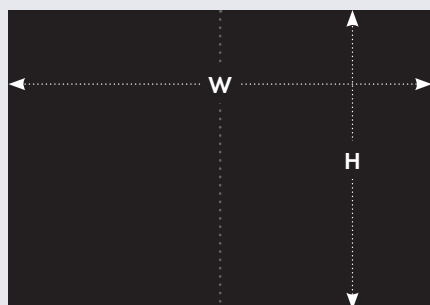
Agency Discount: 10%



COPY DATES

The Steam Heritage Guide is published mid-March each year. Artwork must be supplied in the correct format no later than 31st January.

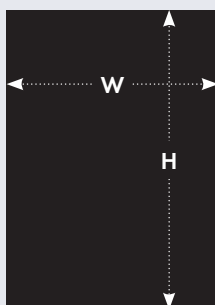
ARTWORK SPECIFICATIONS



DOUBLE-PAGE (DPS)

297mm wide x 210mm high

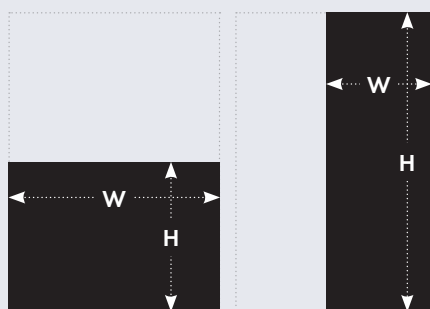
Include 3mm bleed each side plus crop marks.
Please do not put text closer than 7mm to edge.



FULL-PAGE

148.5mm wide x 210mm high

Include 3mm bleed each side plus crop marks.
Please do not put text closer than 7mm to edge.



HALF-PAGE

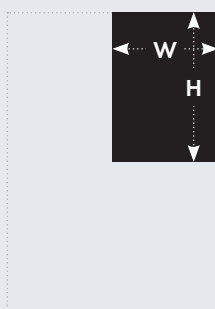
HORIZONTAL:

128.5mm wide x 93mm high

VERTICAL:

62mm wide x 190mm high

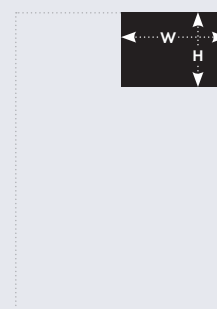
No crop marks or bleed



QUARTER-PAGE

62mm wide x 93mm high

No crop marks or bleed



EIGHTH-PAGE

62mm wide x 44.5mm high

No crop marks or bleed



FORMAT

Artwork should be supplied as a **high resolution PDF** with all fonts and images embedded in **CMYK** colour at **300dpi**.



SENDING

Small files can be sent by email, for larger files we suggest using WeTransfer (wetransfer.com) or a Dropbox link if available.



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Steam Heritage

WEBSITE

**THE ONLINE RESOURCE
FOR HERITAGE MUSEUMS,
ATTRACTIONS & EVENTS**

The screenshot displays the Steam Heritage website interface. At the top left is the 'Steam Heritage' logo. To the right are icons for a shopping cart, search, user profile, and a menu. Below the header is a promotional banner for 'WORKING VEHICLES DAY 08 JUL' at 'BROOKLANDS MUSEUM', featuring a 'BRAND NEW event for 2023! GET INVOLVED!' call to action and icons of a tractor and a digger. The main content area has a background image of a steam train and an airplane. The text reads: 'Your guide to Britain's transport and industrial heritage' followed by 'Search around 3,000 museums, attractions and events for fantastic days out!'. Below this is a navigation menu with links: '> Heritage Museums & Attractions', '> Steam Rallies & Events', and '> Subscribe to Vintage Spirit'. On the right, a sidebar titled 'Steam Rallies and Events' features a 'SHREWSBURY STEAM RALLY' event from 'Sun 27th - Mon 28th AUGUST' and a section for 'Looking for gifts for a steam and heritage'.

Steam Heritage

BRAND NEW event for 2023!
GET INVOLVED!

WORKING VEHICLES DAY 08 JUL

BROOKLANDS MUSEUM

Your guide to Britain's transport and industrial heritage

Search around 3,000 museums, attractions and events for fantastic days out!

- > Heritage Museums & Attractions
- > Steam Rallies & Events
- > Subscribe to Vintage Spirit
- > Advertise

Steam Heritage

SHREWSBURY STEAM RALLY
Sun 27th - Mon 28th AUGUST

Steam Rallies and Events

Steam Heritage is your guide to thousands of UK steam rallies, vintage events, open days and more!

Looking for gifts for a steam and heritage

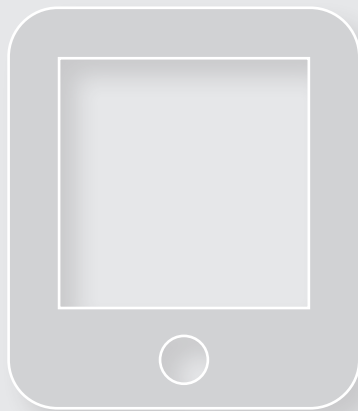
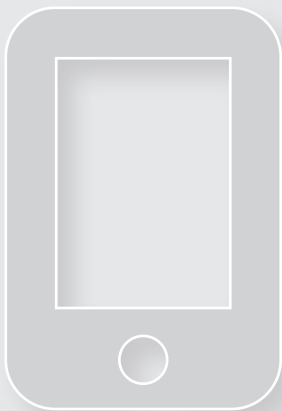
Promote your event, attraction or business online
as part of the most comprehensive guide to Britain's
transport and heritage museums and events!

Our comprehensive list of heritage
museums, attractions and events are also
available to search and browse online.

Our site receives thousands of visits a
month with hundreds of thousands of
page views – in fact through the summer
months we averaged over 120,000 visits
with 330,000 page views a month.

You can reach this large, targeted
audience with your own advert on our
site to help raise awareness and drive
traffic to your own website. With spaces
for a leaderboard banner, footer banner,
inline MPU rectangles and banners
available we have options available to
suit your budget.

WWW.STEAMHERITAGE.CO.UK



ADVERTISING OPTIONS & RATES

MONTHS:	1	2	3	6	12
LEADERBOARD BANNER	£225	£205	£195	£150	£125
BASE FIXED BANNER	£195	£150	£125	£95	£75
MPU INLINE RECTANGLE	£95	£75	£55	£45	£35
INLINE BANNER	£115	£95	£75	£55	£45



FORMAT

Artwork should be supplied as a **JPG, GIF, PNG** file. If you wish to supply an animated ad, we can also accept Animated GIF or mp4 files at the correct size.



SENDING

Please send artwork by email to andy@steamheritage.co.uk. If you wish us to create your ad, please send larger assets by WeTransfer (wetransfer.com).



LINK URL

Please supply a website page URL for your ad to link through to. For ads with desktop and mobile sizes you may supply a link for each size.

Please see sizes on the following pages

We cannot be held responsible for errors occurring from incorrectly supplied artwork. Any corrections, changes or design will be charged for.

LEADERBOARD

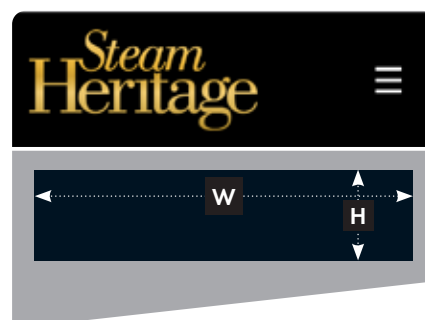


The Leaderboard ad is displayed in a fixed position at the top of the window on every public page of the Steam Heritage website. The prime position, this will give you the most impact out of all our options.

With options for desktop and mobile size ads, you can make the most of our responsive site on any screen size to promote your event or business to our site visitors

DESKTOP: 970 pixels wide x 140 pixels high

MOBILE: 320 pixels wide x 75 pixels high



BASE FIXED BANNER

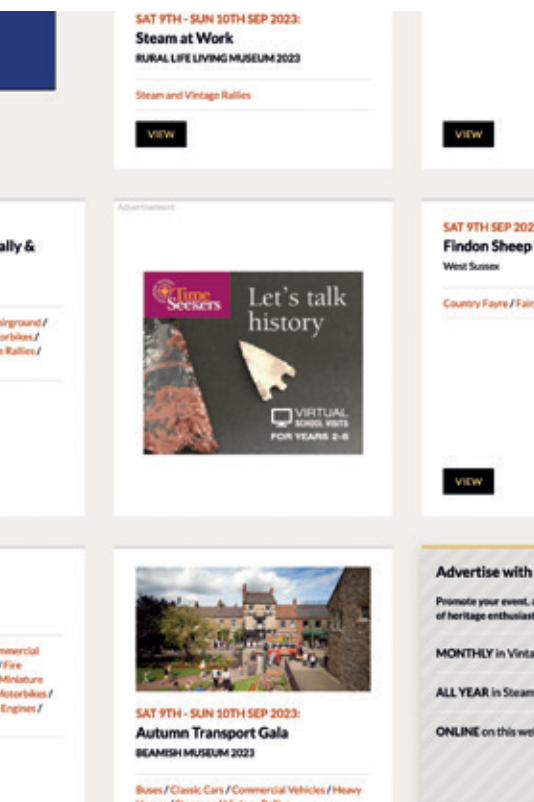
The same size as the leaderboard ad, the Base Fixed Banner is displayed in a fixed position at the bottom right of the window, or at the bottom above the control bar on a smaller screen. Another prime position, this will give you a strong impact on all pages of our site and also has options for desktop and mobile size ads.

DESKTOP: 970 pixels wide x 140 pixels high

MOBILE: 320 pixels wide x 75 pixels high



WEBSITE AD SIZES



MPU INLINE RECTANGLE

The inline rectangle ads appear throughout the site on the most popular pages within the content, such as on events listing or attraction listing pages and home page.

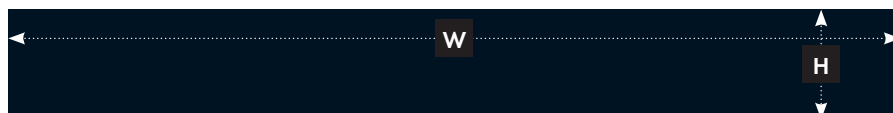
A standard, popular size, these ads encourage engagement from visitors by appearing within the page content throughout the site.

SIZE:

300 pixels wide x 250 pixels high



INLINE BANNER



The inline banner ads appear throughout the site alongside the MPU rectangles on the most popular pages. These can also optionally swap out for a MPU rectangle version to give more impact on a mobile screen.

SIZE: 728 pixels wide x 90 pixels high

MONTHLY ALL YEAR ONLINE



GET IN TOUCH

For the best rates, to place an advertisement or for more information, please contact Andy Gooding at:

☎ 07812 826086

✉ andy@steamheritage.co.uk

Your opportunity to reach 1000s of heritage enthusiasts

Steam Heritage

For advertising enquiries:
Call Andy Gooding on 07812 826086
or email andy@steamheritage.co.uk

Steam Heritage Publishing Ltd

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[WWW. STEAMHERITAGE.CO.UK](http://WWW.STEAMHERITAGE.CO.UK)