

Steam Heritage

PUBLISHING

MEDIA PACK



ADVERTISING ENQUIRIES:

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

WWW.STEAMHERITAGE.CO.UK

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We offer deals for advertising across our publications and platforms to give you the best value for money and reach as wide an audience as possible.

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The quality monthly magazine for steam and industrial heritage enthusiasts.

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Annual guide included with the April issue of Vintage Spirit listing steam rallies and events for 2025.

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The comprehensive guide to Britain's steam, transport and industrial heritage including railways, museums and other heritage attractions and event listings.

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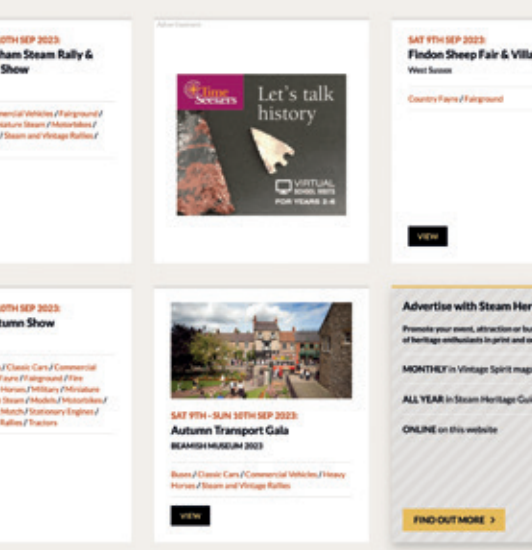
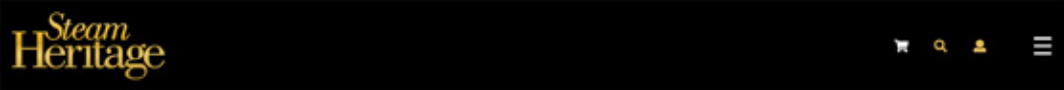
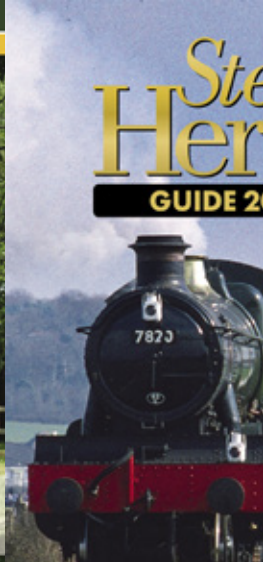
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Raise your online profile by advertising on the Steam Heritage website.

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PACKAGE DEALS

Reach the widest audience and get the most out of your budget with a package deal.

We can tailor packages to your requirements to give you the opportunity to appear across our publications and online to help promote your event, attraction or business to as many potential visitors or customers as possible.

EXAMPLE PACKAGES

VINTAGE SPIRIT

Display ads across our magazine and supporting publications.

- 1: Vintage Spirit Magazine**
Choose your ad size – full, half or quarter page – and how many issues you would like it to appear in – 1, 3, 6, 12+
- 2: Vintage Spirit Wallplanner**
Choose your ad size – single or double
- 3: Vintage Spirit 2025 Events Guide**
Choose your ad size – full, half or quarter page

ANNUAL GUIDES

Appear in both our annual guides and our popular website.

- 1: Steam Heritage Guide**
Choose your print ad size – full, half or quarter page
- 2: Vintage Spirit 2025 Events Guide**
Choose your print ad size – full, half or quarter page
- 3: Website MPU Rectangle Ad**
Choose your ad duration – 1, 2, 3, 6 or 12 months

PICK & CHOOSE

Create the perfect package to suit your requirements and your budget.

- 1: Vintage Spirit Magazine**
Choose your ad size – full, half or quarter page – and how many issues you would like it to appear in – 1, 3, 6, 12+
- 2: 2025 Guides Ad**
Choose your ad size for the *Steam Heritage Guide* and *Vintage Spirit Events Guide* – full, half or quarter page
- 3: Website MPU Rectangle Ad**
Choose your ad duration – 1, 2, 3, 6 or 12 months

**CONTACT US FOR
THE BEST DEAL**

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 are fascinated by or involved in the preservation of 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*)

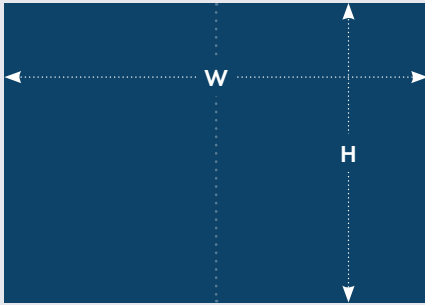
Agency Discount: 10%



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**.

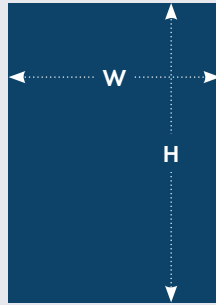
ARTWORK SPECIFICATIONS



DOUBLE-PAGE (DPS)

420mm wide x 297mm high

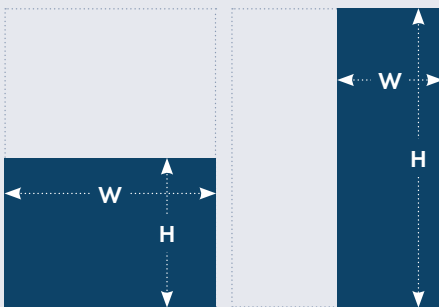
Include 3mm bleed each side plus crop marks.
Please do not put text closer than 7mm to edge.



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

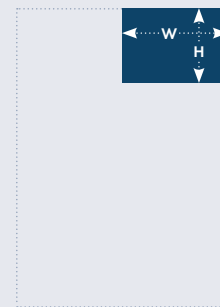
No crop marks or bleed



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.

ISSUE	PUBLICATION DATE	COPY DEADLINE
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
February 2026	9th January 2026	19th December 2025
March 2026	13th February 2026	30th January 2026



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.



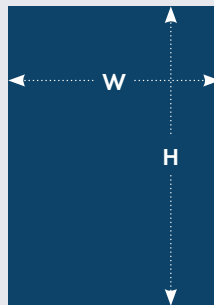
RATES

FULL PAGE £395

HALF PAGE £250

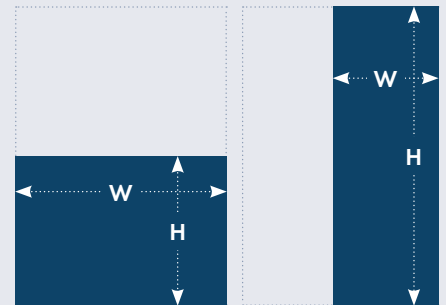
QUARTER PAGE £175

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.



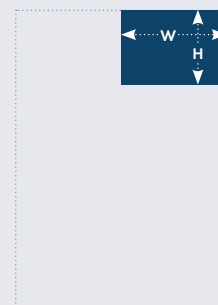
HALF-PAGE

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

COPY DATE:
31st January 2025

Prices exclude VAT

Please see display advertising artwork specifications for format and sending.

Steam Heritage

MUSEUMS, RAILWAYS & EVENTS

GUIDE 2025

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 over 1,000 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	£250		
	QUARTER PAGE	£175		
	EIGHTH PAGE	£95		



SPECIAL RATES

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

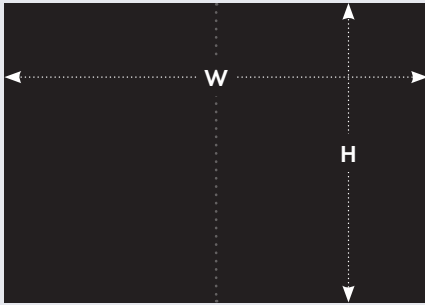
Agency Discount: 10%



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.**

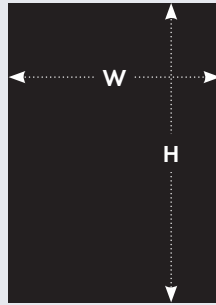
ARTWORK SPECIFICATIONS



DOUBLE-PAGE (DPS)

297mm wide x 210mm high

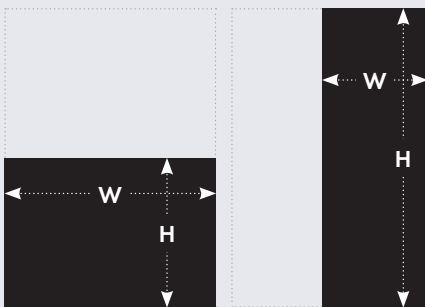
Include 3mm bleed each side plus crop marks.
Please do not put text closer than 7mm to edge.



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

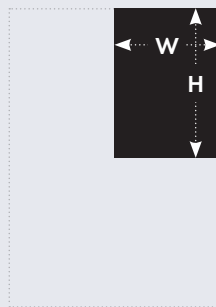
HORIZONTAL:

128.5mm wide x 93mm high

VERTICAL:

62mm wide x 190mm high

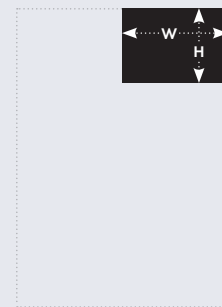
No crop marks or bleed



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**

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

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

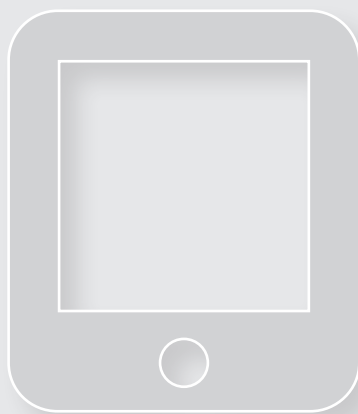
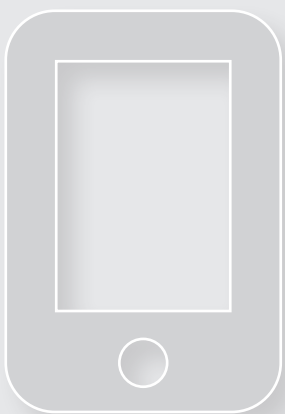
Promote your event, attraction or business online as part of the most comprehensive guide to Britain's transport and heritage museums and events!

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 130,000 visits and more than 360,000 page views *per 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	£275	£245	£215	£150	£125
INLINE BANNER	£115	£95	£75	£55	£45
MPU INLINE RECTANGLE	£95	£75	£55	£45	£35



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

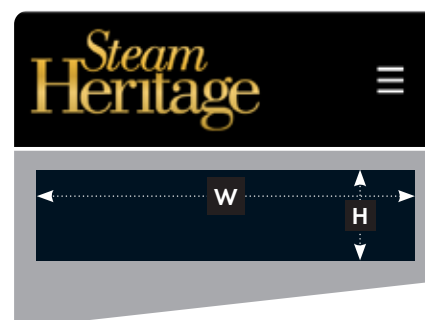


The Leaderboard ad is displayed in a fixed position at the top or bottom of the window on every public page of the Steam Heritage website. The prime positions, this will give you the most impact.

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



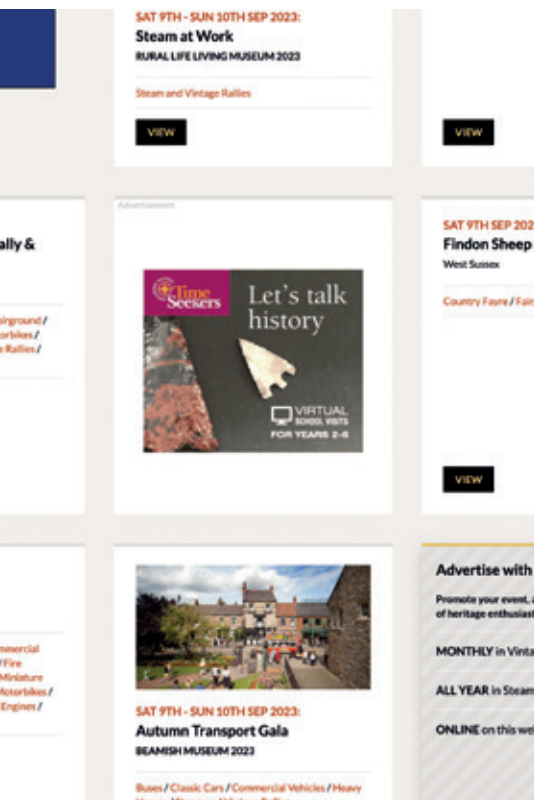
WE OFFER PACKAGE DEALS ACROSS OUR PUBLICATIONS AND WEBSITE

Our package deals help you reach the widest audience while getting the most for your budget. Whether you want to promote in the magazine and our guides or look at an option with an online to drive traffic to your website, we can tailor our packages specifically to suit you. In addition, we are now also offering editorial space as an add-on to your advertising.

See pages 4-5 for more details.

CONTACT US FOR THE BEST DEALS

WEBSITE AD SIZES

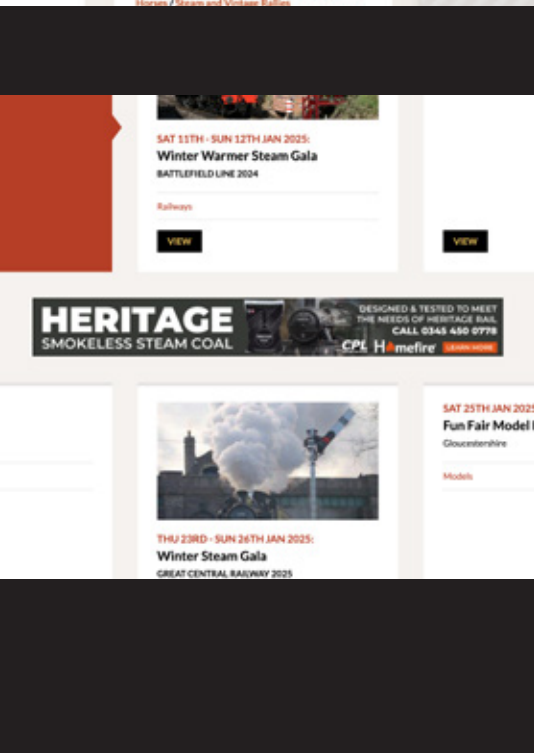


MPU INLINE RECTANGLE

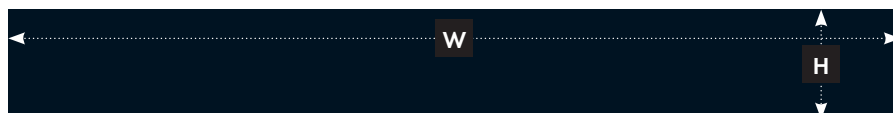
The inline rectangle ads appear throughout the site on the most popular pages within the content, such as on events listing or attraction listing pages and home page.

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 **THOUSANDS** of heritage enthusiasts

Steam Heritage

For advertising enquiries:

Call Andy Gooding on 07812 826086
or email andy@steamheritage.co.uk

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