

Steam Heritage

MEDIA PACK

Promote your business to thousands of steam and heritage enthusiasts

Monthly in Vintage Spirit Magazine

All year in the Steam Heritage Guide

Online at steamheritage.co.uk



CALL JIM ON 07919 441 357 EMAIL: GUIDE@STEAMHERITAGE.CO.UK

Vintage Spirit

**THE QUALITY MAGAZINE
FOR STEAM AND INDUSTRIAL
HERITAGE ENTHUSIASTS**

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

PRICES PER INSERTION. PRICES EXCLUDE VAT.

SIZE	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
Double Page	£700	£675	£625	£600
Full Page	£400	£360	£340	£320
Half Page	£250	£230	£200	£190
Quarter Page	£175	£165	£150	£140
Eighth Page	£100	£ 90	£ 80	£75

CLASSIFIED ADVERTISING

PRICES PER COLUMN, PER INSERTION. PRICES EXCLUDE VAT.

PER COLUMN	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
3cm	£36	£33	£30	£27
+ additional cm	+ £12	+ £11	+ £10	+ £9



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INSERTS

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

Artwork should be supplied as **high resolution PDF** with all fonts and images embedded in **CMYK** colour at **300dpi**. Small files can be sent by email, for larger files we suggest using WeTransfer or a Dropbox link. We cannot be held responsible for errors occurring from incorrectly supplied artwork. Any artwork changes or design required will be charged for.

SIZE (height x width in mm)	TYPE AREA	TRIM	BLEED
Full Page	263 x 180	210 x 297	303 x 216
Half Page Horizontal	127 x 180	-	-
Half Page Vertical	262 x 87	-	-
Quarter Page	127 x 87	-	-
Eighth Page	56 x 87	-	-
Classified Single Column	40.5w	-	-
Classified Double Column	87w	-	-



Steam Heritage

THE COMPREHENSIVE GUIDE TO BRITAIN'S TRANSPORT & INDUSTRIAL HERITAGE

For over 50 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, it is Britain's most comprehensive guide to the heritage market.

A5 in size, the Guide is published annually in March and is used by enthusiasts throughout the whole year.

DISPLAY ADVERTISING

PRICES PER INSERTION. PRICES EXCLUDE VAT.

SIZE	HEIGHT (MM)	WIDTH (MM)	COST
Full Page (type area)	190	128.5	£400
Full Page (trim)	210	148.5	£400
Full Page (bleed)	216	154.5	£400
Half Page (vertical)	190	62.25	£225
Half Page (horizontal)	93	128.5	£225
Quarter Page	93	62.25	£150
Eighth Page	44.5	62.25	£90



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

Artwork should be supplied as high resolution PDF with all fonts and images embedded in CMYK colour at 300dpi. Small files can be sent by email, for larger files we suggest using WeTransfer or a Dropbox link. We cannot be held responsible for errors occurring from incorrectly supplied artwork. Any artwork changes or design required will be charged for.

CONTACT US
FOR THE BEST
DEALS AND MORE
ADVERTISING
OPPORTUNITIES



The Steam Heritage Guide is also available online as a fully searchable directory of museums, attractions and events and our audience has grown considerably over the last few years. From April to July 2019, we have averaged **68,000 visitors and over 285,000 pages views a month.**

If you are an attraction, or run an event, it is free to have a listing in the Steam Heritage Guide. But to make the most of reaching this large, targeted audience, we are offering advertising space throughout the site with options to suit all budgets from featured listings to banner adverts.



Your event or attraction name can go here

Your location

Short description to describe your event or attraction

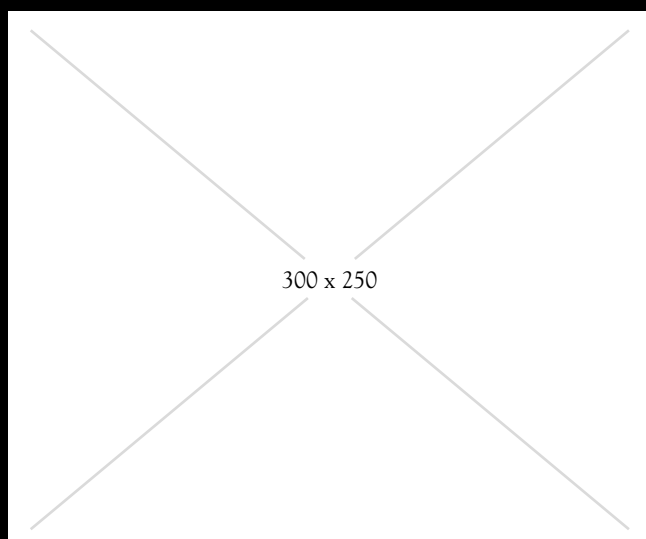
FEATURED LISTINGS

Promote your attraction or event with a featured listing. Displayed on the home page, events title page and attractions title page, your listing will be displayed across our top viewed content pages.

1 month	£50
2 months	£45
3 months	£40
6 months	£35

PRICES PER INSERTION. PRICES EXCLUDE VAT.

BANNER ADVERTISING



INLINE RECTANGLE

The inline rectangle ads can appear throughout the site and are displayed within the content, for instance on events listing or attraction listing pages, the home page and blog.

ARTWORK: Please supply your ad in jpg, gif, png or animated gif format at **300 pixels wide x 250 pixels high, maximum file size 40kb.** Please also supply the page URL you would like your ad to link through to.



Desktop/Tablet Leaderboard:
970 x 90 (standard) or 970 x 140 (large)



Mobile Leaderboard:
320 x 50 (standard) or 320 x 75 (large)

LEADERBOARD

Choose from standard size, or larger size for more presence and display your ad across all pages of the Steam Heritage site. Appearing in prime position just below the header your ad will be visible throughout the site to all visitors on whatever device they use.

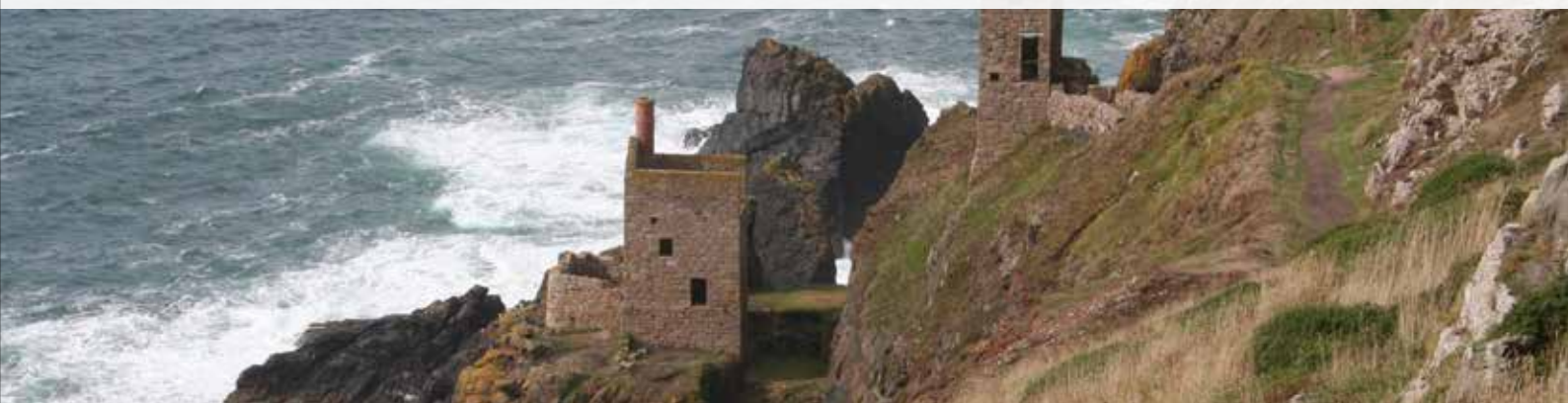
ARTWORK: Please supply your ad in jpg, gif, png or animated gif format. For best results, supply two images, one for desktop and one for mobile, at the sizes shown. Please also supply the page URL you would like your ad to link through to.

TYPE	WIDTH	HEIGHT	MAX FILE SIZE
Desktop	970	90 or 140	40kb
Mobile	320	50 or 75	30kb

Sizes given in pixels

BANNER ADVERTISING PRICES

LEADERBOARD		INLINE RECTANGLE	
1 month	£200	1 month	£150
2 months	£190	2 months	£140
3 months	£180	3 months	£130
6 months	£150	6 months	£100
12 months	£135	12 months	£90



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Your opportunity to reach 1000s of heritage enthusiasts

Steam Heritage

STEAM HERITAGE PUBLISHING

Unit 1, Alfold Business Centre,
Loxwood Road, Alfold,
Cranleigh, Surrey, GU6 8HP

T: 01403 588 360

E: guide@steamheritage.co.uk

www.steamheritage.co.uk