

The RAILWAY MAGAZINE®

Synonymous with the
railway scene



Launched:	1897
Circulation:	35,100
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: ABCJul-Dec 2008/Reader Survey July 06

IPCINSPIRE

For more information, please contact:

Michelle Carr – Display Sales Executive

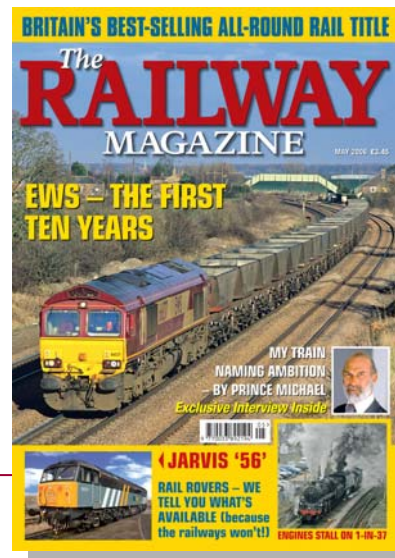
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<http://www.ipcadvertising.com/>

* 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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