

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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Included with the January issue of Vintage Spirit, this popular insert gives you the opportunity to promote to our readership for the whole year.

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

→ **Steam Heritage Guide 2025** 14

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

Rates 16

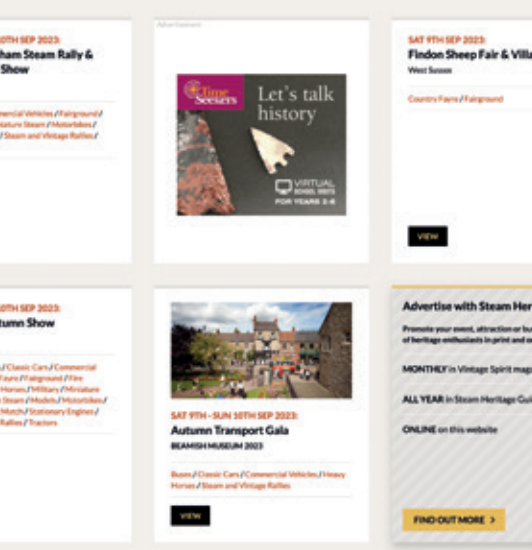
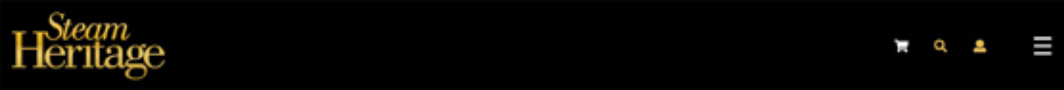
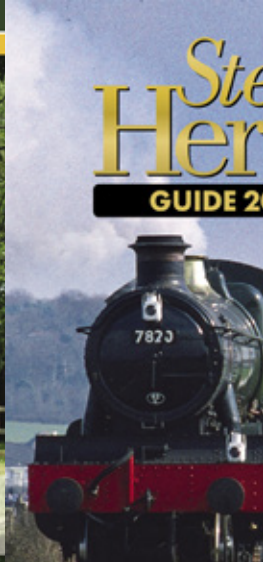
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→ **Steam Heritage Website** 18

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

ADVERTISEMENT

YOUR EDITORIAL TITLE HERE



>Lorem ipsum odor amet, consectetur adipiscing elit. Inceptos fusce natoque volutpat commodo mattis auctor maecenas. Faucibus orci nostra mus libero, etiam dolor posuere libendum. Maecenas auctor pulvinar lacus eget, fids class. Condimentum imperdiet enim suspendisse curae felis hendrerit. Lorem penatibus sagittis odio ac bibendum habitasse himenaeos

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ADVERTISEMENT

YOUR EDITORIAL TITLE



>Lorem ipsum odor amet, consectetur adipiscing elit. Inceptos fusce natoque volutpat commodo mattis auctor maecenas. Faucibus orci nostra mus libero, etiam dolor posuere libendum. Maecenas auctor pulvinar lacus eget, fids class. Condimentum imperdiet enim suspendisse curae felis hendrerit. Lorem penatibus sagittis odio ac bibendum habitasse himenaeos

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WHY NOT ADD SOME EDITORIAL SPACE?

As an add-on to display advertising space in *Vintage Spirit Magazine*, we can also offer editorial space. Whether you want to provide a preview for a show or event, or provide more information about your business and the services you provide, an editorial space will give you more space to get your message across and back up your display advertisement.

Editorial space can be booked as half or full page space in addition to a quarter, half or full page advertisement booking.

HALF PAGE EDITORIAL

Title, 200 words and one image

COST Ad Rate + £135 + vat*

FULL PAGE EDITORIAL

Title, 350 words and one image**

COST Ad Rate + £225 + vat*

*Price for single editorial insertion in addition to a quarter page, half page or full page ad booking. Contact us if you would like editorial space in more than one issue.

**If you want more images then let us know and we can look at the layout, give a different word count or, depending on available space, quote for a larger area.

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*)

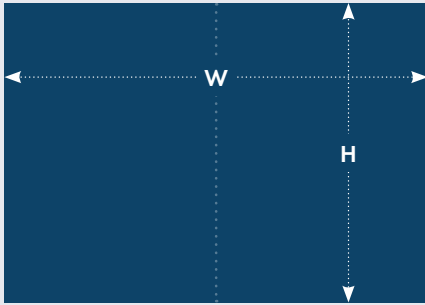
Agency Discount: 10%



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**.

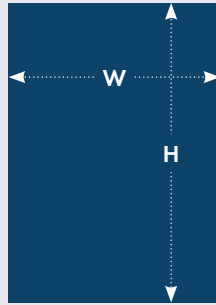
ARTWORK SPECIFICATIONS



DOUBLE-PAGE (DPS)

420mm wide x 297mm high

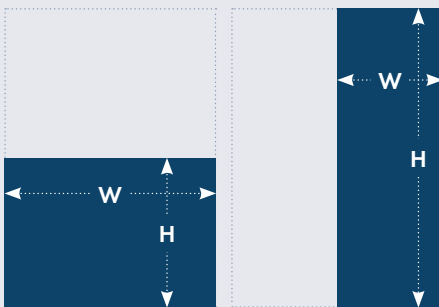
Include 3mm bleed each side plus crop marks.
Please do not put text closer than 7mm to edge.



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

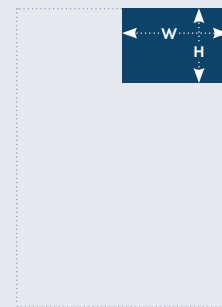
No crop marks or bleed



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
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



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.

2024

BRITAIN'S QUALITY MAGAZINE FOR STEAM AND INDUSTRIAL HERITAGE

Vintage SPIRIT

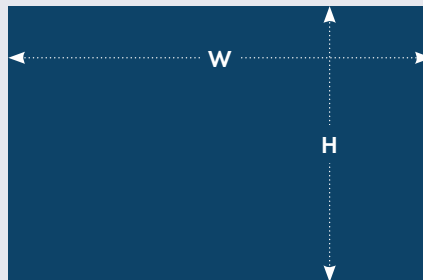
HEAD OFFICE: 01403 588360
SUBSCRIPTIONS: 01283 742970
ADVERTISING: 07812 826086
WWW.STEAMHERITAGE.CO.UK

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1				1								
2				2								
3				3								
4	1			4	1			1				
5	2		1	5	2			2				
6	3		2	6	3			3				
7	4		3	7	4	1		4				
8	5		4	8	5	2		5				
9	6		5	9	6	3		6				
10	7		6	10	7	4		7				
11	8		7	11	8	5		8				
12	VINTAGE SPIRIT ON SALE	VINTAGE SPIRIT ON SALE	VINTAGE SPIRIT ON SALE	VINTAGE SPIRIT ON SALE	VINTAGE SPIRIT ON SALE	7	12	VINTAGE SPIRIT ON SALE	9	VINTAGE SPIRIT ON SALE	11	VINTAGE SPIRIT ON SALE
13	15	16	17	13	11	8	13	10	7	12	9	7
14	16	17	18	14	12	9	14	11	8	13	10	8
15	17	18	19	15	13	10	15	12	9	14	11	9
16	18	19	20	16	14	11	16	13	10	15	12	10
17	19	20	21	17	15	12	17	14	11	16	13	11
18	20	21	22	18	16	13	18	15	12	17	14	12
19	21	22	23	19	17	14	19	16	13	18	15	13
20	22	23	24	20	18	15	20	17	14	19	16	14
21	23	24	25	21	19	16	21	18	15	20	17	15
22	24	25	26	22	20	17	22	19	16	21	18	16
23	25	26	27	23	21	18	23	20	17	22	19	17
24	26	27	28	24	22	19	24	21	18	23	20	18
25	27	28	29	25	23	20	25	22	19	24	21	19
26	28	29	30	26	24	21	26	23	20	25	22	20
27	29	30	31	27	25	22	27	24	21	26	23	21

RATES

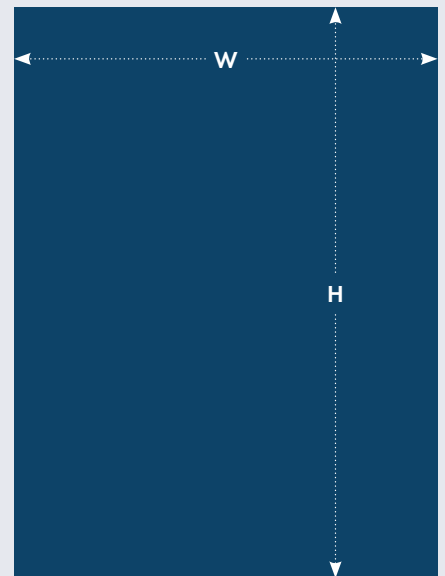
SINGLE SPACE £125

DOUBLE SPACE £195



SINGLE SPACE

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



DOUBLE SPACE

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

2025 WALLPLANNER
COPY DATE:
21st November 2024

Prices exclude VAT

Please see specifications on page 9 for artwork format and how to send.

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.



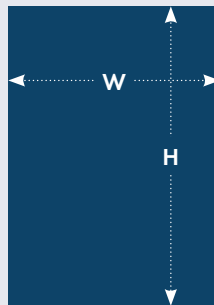
RATES

FULL PAGE £395

HALF PAGE £225

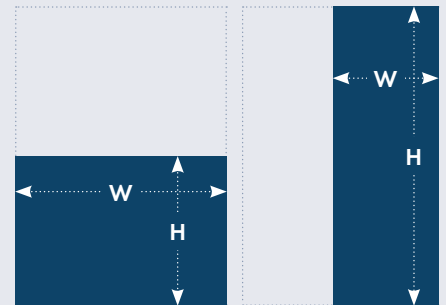
QUARTER PAGE £150

EIGHTH PAGE £95



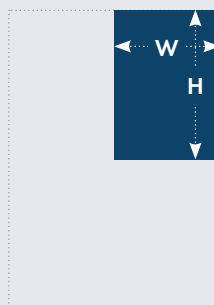
FULL-PAGE

148.5mm wide x 210mm high
Include 3mm bleed each side plus crop marks. Please do not put text closer than 7mm to edge.



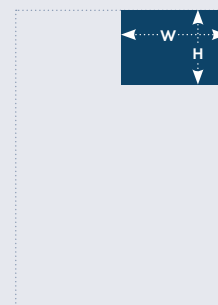
HALF-PAGE

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.

WE OFFER PACKAGE DEALS ACROSS OUR PUBLICATIONS AND ON OUR 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 DEAL

Your guide to Britain's transport
and industrial heritage

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

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	£225		
	QUARTER PAGE	£150		
	EIGHTH PAGE	£95		



SPECIAL RATES

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

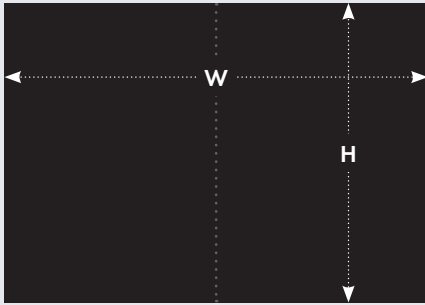
Agency Discount: 10%



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**.

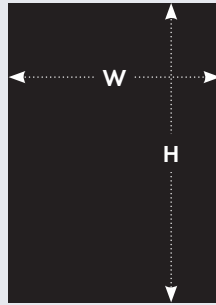
ARTWORK SPECIFICATIONS



DOUBLE-PAGE (DPS)

297mm wide x 210mm high

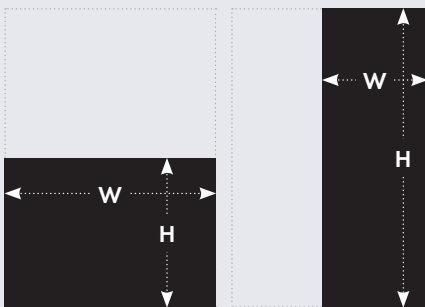
Include 3mm bleed each side plus crop marks.
Please do not put text closer than 7mm to edge.



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

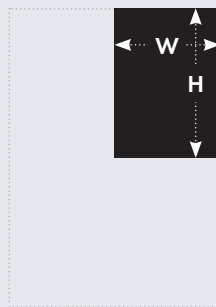
HORIZONTAL:

128.5mm wide x 93mm high

VERTICAL:

62mm wide x 190mm high

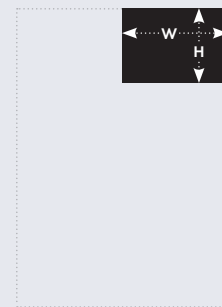
No crop marks or bleed



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.



PLEASE NOTE

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

Steam Heritage

WEBSITE

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



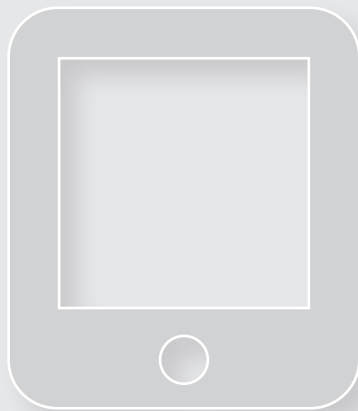
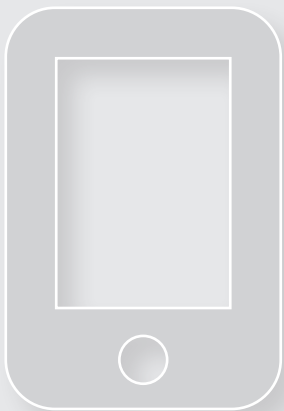
Promote your event, attraction or business online as part of the most comprehensive guide to Britain's transport and heritage museums and events!

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	£275	£245	£215	£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

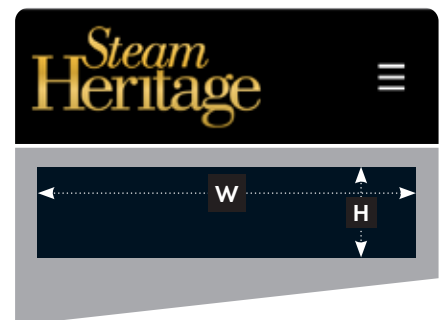


The Leaderboard ad is displayed in a fixed position at the top of the window on every public page of the Steam Heritage website. The prime position, this will give you the most impact out of all our options.

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

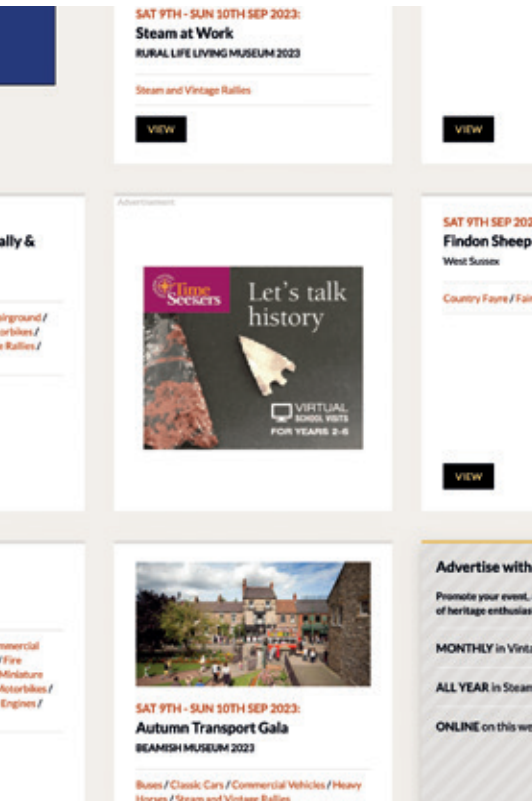
The same size as the leaderboard ad, the Base Fixed Banner is displayed in a fixed position at the bottom right of the window, or at the bottom above the control bar on a smaller screen. Another prime position, this will give you a strong impact on all pages of our site and also has options for desktop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

DESKTOP: 970 pixels wide x 140 pixels high

MOBILE: 320 pixels wide x 75 pixels high



WEBSITE AD SIZES

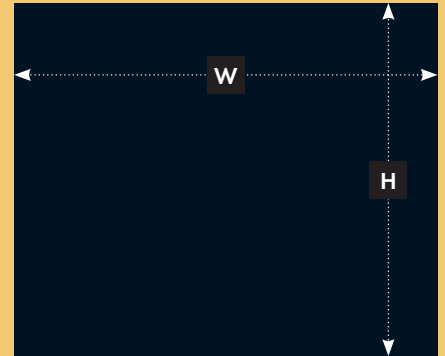


MPU INLINE RECTANGLE

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 **THOUSANDS** of heritage enthusiasts

Steam Heritage

For advertising enquiries:

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

Steam Heritage Publishing Ltd

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