

2024 INFORMATION FOR ADVERTISERS

RAILWAY MODELLER

BRITAIN'S No.1 MODEL RAILWAY MAGAZINE

ADVERTISE IN THE BIGGEST AND BEST!



DID YOU KNOW?

- Over 80% of our readers are between 40 and 70 years.
- Over 83% of our readers are active modellers currently building a layout.

2024 ADVERTISEMENT RATES



Rates per insertion (consecutive)

Size	12 insertions	8 insertions	4 insertions	1 insertion
Full	£630.00	£640.00	£640.00	£690.00
1/2	£320.00	£325.00	£325.00	£345.00
1/4	£160.00	£162.50	£162.50	£175.00
1/8	£80.00	£81.25	£81.25	£90.00
1/16	£40.00	£41.00	£41.00	£45.00
1/32	£20.00	£20.50	£20.50	£22.50

ALL PRICES INCLUDE FULL COLOUR

SERIES CONTRACTS

Any change will be charged at the ruling series rate

LOOSE INSERT

(only one insertion accepted per issue) Phone for price details

THE PRICES SHOWN ARE SUBJECT TO V.A.T. AT THE CURRENT RATE WHERE APPLICABLE

2024 PUBLICATION SCHEDULE

ISSUE	COPY DATE	PUBLICATION DATE
JANUARY	16th October 2023	14th December 2023
FEBRUARY	13th November 2023	11th January 2024
MARCH	11th December 2023	8th February 2024
APRIL	15th January 2024	14th March 2024
MAY	12th February 2024	11th April 2024
JUNE	14th March 2024	9th May 2024
JULY	15th April 2024	13th June 2024
AUGUST	13th May 2024	11th July 2024
SEPTEMBER	10th June 2024	8th August 2024
OCTOBER	15th July 2024	12th September 2024
NOVEMBER	12th August 2024	10th October 2024
DECEMBER	16th September 2024	14th November 2024
JAN (2025)	14th October 2024	12th December 2024

Published monthly on the second Thursday of the preceding month

Get noticed in **RAILWAY MODELLER**



REACH MORE THAN 40,000
READERS EVERY MONTH!

LARGEST
CIRCULATION
BY FAR

RAILWAY
MODELLER
IS A MULTI
MEDIA
PUBLICATION

PRINT • DIGITAL
TABLET • MOBILE



Mechanical Data (millimetres) Size and type area (height x width)

	Full	1/2	1/4	1/8	1/16	1/32
Portrait	268 x 204*	—	132 x 100	132 x 48	64 x 48	—
Landscape	—	—	—	64 x 100	30 x 100	30 x 48
Full width	—	132 x 204	64 x 204	30 x 204	—	—
Full Height	—	268 x 100	268 x 48	—	—	—

*Full page trim area 300 x 228. Bleed: 3mm

File Formats

DIGITAL COPY

Copy may be sent on disc with print out

SOFTWARE

Adobe Photoshop, InDesign, Illustrator or QuarkXPress

FILE TYPES

PDF, JPEG, TIFF, EPS (fonts embedded)

GRAPHICS

PDF files and any included graphics must be 300dpi, CMYK

Contact Details

General and Advertisement Manager: **John King**
email: john.king@peco.co

Classified Advertisements: **Nicole Charlton**
email: classifieds@pecobeer.co.uk

PECO PUBLICATIONS AND PUBLICITY LTD
BEER, DEVON EX12 3NA, ENGLAND
Tel. 01297 306045

Terms and Conditions

- Peco reserves the right to require payment in advance. Where Peco agrees to grant Advertiser credit terms, full payment shall be made by the 25th of the month following date of invoice. Peco reserves the right to withdraw credit terms at any time at its discretion.
- Prices shall be at the rates set out above. Peco reserves the right to increase prices at any time (including in relation to a series of advertisements). Where Advertiser cancels a series of advertisements mid-series, Peco shall be entitled to charge Advertiser for any series discount already applied.
- Advertiser is responsible for checking the accuracy of the advertisement. All advertisements are subject to the approval of Peco, who reserve the right to reject, withdraw or alter advertisements at any time at their discretion. No advertisement shall be accepted until Peco confirms in writing. Any special terms must be agreed in writing.
- Advertiser may terminate, withdraw or alter any advertisement by giving Peco not less than 7 days' notice in writing before the relevant copy date. The same copy shall be used for series advertisements unless and until Advertiser notifies Peco as above. Additional charges may apply.
- Advertiser shall ensure that all advertisements: (a) meet Peco's format, data and other requirements, (b) comply with all applicable laws, regulations and codes (c) are in no way misleading, false, defamatory, in breach of any intellectual property or other rights, in any way discriminatory or offensive, or prejudicial to Peco's reputation (d) relate to goods and/or services which Advertiser is willing and able to provide at the stated price. Advertiser shall ensure that the medium upon which the advertisement is supplied is free of virus and other malicious code.
- If Peco fails to publish an advertisement on the agreed date or there is an error in the advertisement, Advertiser may require Peco either to publish the advertisement on a revised mutually agreed date at no additional cost or to refund the fees for such advertisement, and such publication or refund shall be Advertiser's sole remedy for such failure.
- Peco shall have no liability or responsibility for failure to comply with these terms for reasons beyond its reasonable control.
- Peco shall not be responsible for artwork or other materials sent to it, which shall be at Advertiser's risk. Peco recommends that the Advertiser retains copies and, where appropriate, procures appropriate insurance. Peco reserve the right to destroy or return all artwork and other materials that has not been used for six months unless otherwise agreed.
- Advertiser will indemnify Peco against any loss or damage which Peco suffers or incurs arising out of the advertisement or Advertiser's breach of these terms.
- English law will govern these terms and all disputes and claims arising out of them, and the English courts shall have exclusive jurisdiction.