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The Modern Railway

■ Directory ■ Review ■ Opinion ■ Reference **2020**

THE DEFINITIVE PRINT AND ONLINE GUIDE TO THE UK RAIL INDUSTRY

THE BOOK

Now in its 14th year, this innovative annual publication has established itself as the indispensable guide to the UK rail industry. The Modern Railway details all parties involved in the operation, maintenance, manufacture, supply and management within the UK and also gives an overview of developments in Europe. In order to remain timely, information is updated in the June issue of Modern Railways magazine.

Edited by Modern Railways' Assistant Editor, Philip Sherratt, with contributions from Roger Ford, Tony Miles, Keith Fender and other members of the editorial team, TMR examines at all aspects of:

- Policy and finance
- Train operation (passenger and freight)
- Rolling stock manufacture and maintenance
- Infrastructure maintenance and renewal
- Civil engineering
- Signal and telecommunications
- Customer interface and support
- Light rail and Metro systems
- European Developments
- Innovations and environmental issues



THE UK RAIL INDUSTRY IN YOUR HANDS

As well as features on the key players and projects, TMR includes a comprehensive directory of over 2,900 rail businesses and suppliers with detailed contact information including website addresses and email contacts.

BENEFITS TO ADVERTISERS

- **BIGGER** exposure through promotions with Modern Railways Magazine, leading industry bodies, key trade exhibitions and the UK book trade
- Quality audience **GUARANTEED**
- Competitive display rates which have now been **HELD** for 13 years!
- **FREE** allocation of copies to advertisers and sponsors
- Sponsors' branding & Deluxe listings published **FREE** in Summer update supplement
- **FREE** detailed directory listings
- **FREE** optional ad design service

...and therefore maximum impact

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- **BRANDING** in Update supplement to June issue of Modern Railways magazine
- **EDITORIAL** feature
- **FULL PAGE** advertisement in prominent position
- **DELUXE** Directory listing
- **10 FREE** copies of the book

Rate: £3,300

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SPECIAL DISCOUNTS FOR CLIENTS SPONSORING BOTH BOOK AND ON-LINE VERSIONS!

MECHANICAL DATA - height x width (mm)

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- **DPS (trim)** 297 x 420
- **DPS (text)** 265 x 390
- **Full Page (text)** 265 x 185
- **Full Page (bleed)** 303 x 216
- **Full Page (trim)** 297 x 210
- **Half Page (horizontal)** 130 x 185
- **Half Page (vertical)** 265 x 90
- **Quarter Page (horizontal)** 60 x 185
- **Quarter Page (Vertical)** 130 x 90
- **Deluxe listing** 60 x 60

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The resolution must be at least 300dpi (anything under this WILL NOT be accepted), CMYK, Mac compatible and the advert the correct size. RGB, LAB or embedded colour profiles WILL NOT be accepted. Please ensure all bleed adverts have the trim and bleed marks on and that the text/images are kept within the type area (anything out of this area will risk trimming off when printed). Also; please ensure your file/email is marked with the magazine title, your company name and month of insertion. If the advert is bleed size please state this also. You can supply your artwork via email or Dropbox.

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The Publisher will charge for all costs incurred in preparing submitted material which does not meet mechanical specification.

No amendments will be made to supplied print ready PDFs.

Please contact Rebecca Duffy for further information or help.

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Advertising Copy Deadline: 25 October 2019

Please book promptly as prime positions always go quickly!

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