

Live Steam & OUTDOOR RAILROADING

READER PROFILE FOR LIVE STEAM and OUTDOOR RAILROADING

- Nearly 99.9% male subscribers
- Average income of \$95,000 per year
- 80% college educated in technical fields as well as legal and medical professions
- More than 95% have complex home workshops and foundries capable of producing sophisticated parts to make these intricate and precise engines.
- These subscribers spend more than \$4500 each year on their hobby
- Each subscriber shares his copy with 1.5 other people
- Other hobbies: anything to do with trains, metalworking, woodworking, travel, gunsmithing, computers, boating, gardening, clockmaking and photography average length of subscription is 10.5 years
- 75% are in 55 -72 age group

Live Steam and Outdoor Railroading Magazine is published bi-monthly [6 issues per year] and is circulated to dedicated large and small scale model railroading builders and enthusiasts (for gas, steam, diesel and gas engines) through paid subscriptions and various newsstands (hobby shops), throughout North America, and internationally {Europe, Australia, New Zealand, Asia, Germany, Netherlands, etc}

As it has for over 45 years, *Live Steam & Outdoor Railroading* continues to be a valuable source of information about steam technology for the devotee and for the scale model builders. These hobbyists wait eagerly for each issue and read every inch of the magazine. Their issues are kept for the construction articles and techniques offered, promoting terrific advertising longevity.

EDITORIAL: The magazine will include articles and projects about the fabrication of locomotives modeled after steam, diesel and electric prototypes, the building of riding cars and other rolling stock and the design and construction of track layouts.

THOSE INTERESTED IN ADVERTISING, PLEASE CONTACT:

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Dimensions

Unit	In inches, width X height
Cover 4	7-1/2 x 9-15/16"
Cover 2,3	7-1/2 x 9-15/16"
Full page	7-1/2 x 9-15/16"
2/3 page	4-7/8 x 9-15/16"; 7-1/2 x 6-5/8"
1/2 page	7-1/2 x 4-15/16"; 3-9/16 x 9-15/16"; 4-7/8 x 7-7/16"
1/4 page	3-9/16 x 4-15/16"; 7-1/2 x 2-7/16"; 2-5/16 x 7-7/16"
1/6 page	4-7/8 x 2-7/16"; 2-5/16 x 4-15/16" 3-9/16 x 3-1/4"

Marketplace

1/12 page	2-5/16 x 2-7/16"
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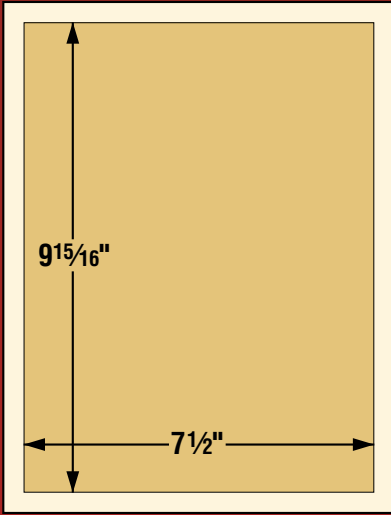
Issue & Closing Dates

ISSUE	SPACE DEADLINE	COPY DEADLINE	APPROX. MAIL DATE
Jan/Feb	Nov 1	Nov 6	Dec 1
Mar/Apr	Dec 31	Jan 8	Feb 4
May/Jun	Feb 25	Mar 7	Apr 7
Jul/Aug	Apr 29	May 8	Jun 2
Sep/Oct	Jun 30	Jul 9	Aug 4
Nov/Dec	Sep 3	Sep 10	Oct 6

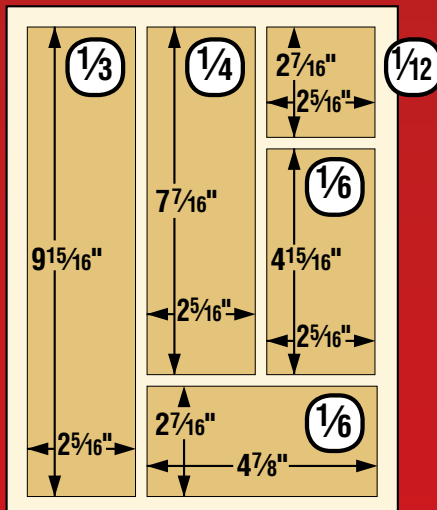
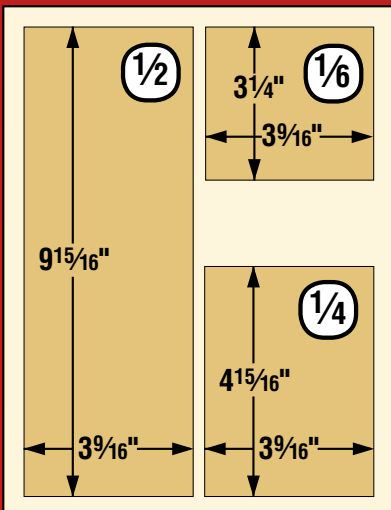
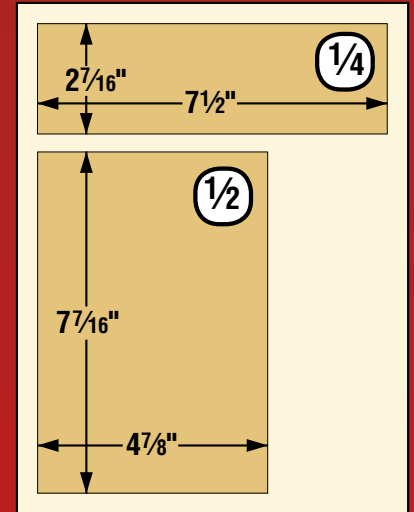
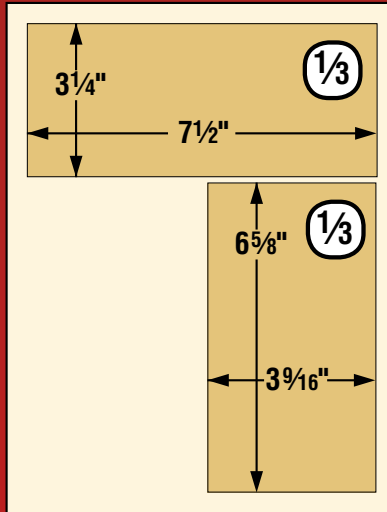
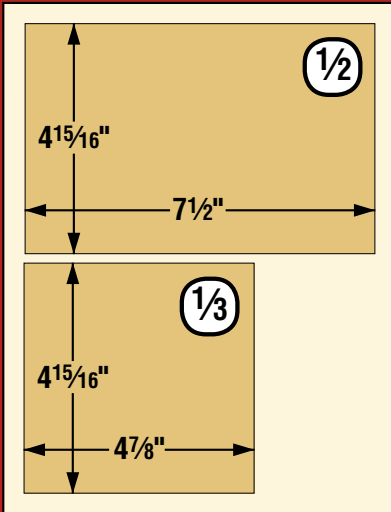
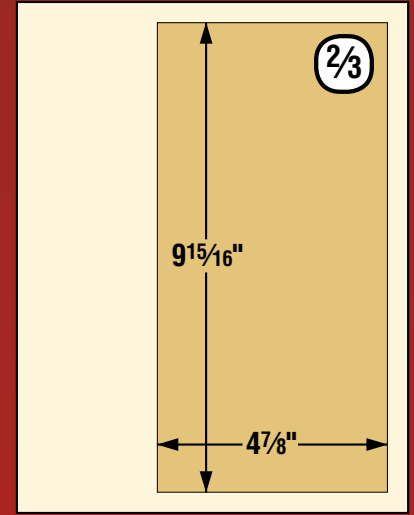
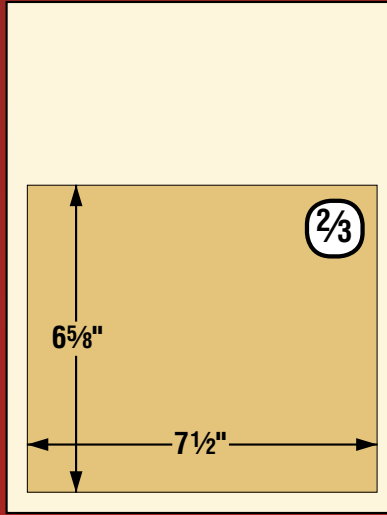
RATE CARD

AD SIZES

Trim Size 8 1/8" 10 3/4" (no additional charge for bleed on full page)



Full Page Covers



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