



MAGAZINE INSERTS 2021



PROFILE INFORMATION

89% Males

Aged 30-60 years
(Toy Soldiers & Railway
Publications aged 40-60+)

76% Married or living
with partner

49% earn £50-70k

ABC1 Subscribers/Buyers

AVIATION - MILITARY - FANTASY - TOY SOLDIERS - RAILWAYS

Guideline Publications is the UK's leading publisher of modelling and hobby-related magazines. With a world-class portfolio of titles and an international Social Media presence, Guideline Publications has a dedicated readership that is constantly expanding into new areas.

Scale Aircraft Modelling is the UK's best-selling aviation modelling title, covering both modelling and aviation history.

Military Modelcraft International is similarly the UK's leading title, covering military vehicle modelling and reference.

Fantasy Figures International is the only UK magazine dedicated to fantasy and Sci-Fi modelling.

Toy Soldier Collector International is the first-choice magazine for collectors of toy and model figures of all shapes and sizes. Guideline Publications have recently acquired two railway titles: the long-established

British Railways Illustrated and **Railway Bylines**, catering to railways enthusiasts of all ages and covering the 'golden age' of British Railways.

For further information on list and insert opportunities please contact us on 01634 225 080.

INSERT SPECIFICATION

Max Size : A5

Max Weight : 10g
(POA for heavier inserts)

Min Order : 30,000

Two Samples required
for pre approval

INSERT COSTS

Booking Fee : £40/000



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SAM

12 Issues Per Year

SAM is the Number one selling Aircraft Modelling magazine, with world-class content. Every month SAM is packed with build features, news, reviews, and in-depth research articles. We cater to every taste in aircraft modelling, from 1/144 to 1/24 and from the earliest days of aviation to contemporary aircraft.

MMI

12 Issues Per Year

MMI brings you the best in armour and diorama modelling under one cover the best modellers from across the world. Step-by-step articles demonstrate the tips and techniques with which you can lift your own modelling to the next level. From the newest releases to detailing and improving classic kits.

FFI

6 Issues Per Year

Fantasy Figures International is the number one international magazine for hobbyists and miniature painters. Covering the genres of Sci-Fi, Fantasy and Historical miniatures, Fantasy Figures International brings together under one cover the best painters and modellers from across the world.

TSCI

6 Issues Per Year

Toy Soldier Collector Int prides itself on being the "go to" magazine for collectors of toy and model figures of all shapes and sizes with in-depth reviews on all recent releases within the hobby, from the "high end" pre-painted museum quality metal figurines to the unpainted plastic figures.

BRILL

12 Issues Per Year

BRITISH RAILWAYS ILLUSTRATED, has a good helping of nostalgia with some humour thrown in; concentrates on the steam and early modernisation era of British Railways, 1948 to the 1970s (diesel and electric) but also features subjects and themes from the 1930s and the Second World War.

BYLINES

12 Issues Per Year

BYLINES in the title is very deliberate; homely branch lines serving villages and country towns, industrial lines serving mills, foundries, works, quarries, mines and ports, together with their often ancient locomotives and their correspondingly elderly and eccentric stock.

MONTHLY CIRCULATION

| | SAM | MMI | TSC | FFI | BRILL | BYLINES |
|--------------------|---------------|---------------|--------------|---------------|---------------|--------------|
| UK Newstand | 19,000 | 17,200 | 5,600 | 15,000 | 13,000 | 9,000 |
| UK Subscribers | 3,300 | 1,950 | 1,300 | 1,400 | 1,150 | 900 |
| Model Stores | 2,900 | 1,850 | 400 | 2,300 | 0 | 0 |
| TOTAL PRINT | 25,200 | 21,300 | 7,300 | 18,700 | 14,150 | 9,900 |

| AUG | Insert Delivery | On Sale |
|---------|-----------------|-----------|
| SAM | 12-19 Jul | 15-29 Jul |
| MMI | 12-19 Jul | 15-29 Jul |
| BRILL | 12-19 Jul | 15-29 Jul |
| BYLINES | 12-19 Jul | 15-29 Jul |
| TSC | 12-19 Jul | 15-29 Jul |

| SEPT | Insert Delivery | On Sale |
|---------|-----------------|-----------|
| SAM | 9-16 Aug | 12-26 Aug |
| MMI | 9-16 Aug | 12-26 Aug |
| BRILL | 9-16 Aug | 12-26 Aug |
| BYLINES | 9-16 Aug | 12-26 Aug |
| FFI | 9-16 Aug | 12-26 Aug |

| OCT | Insert Delivery | On Sale |
|---------|-----------------|------------|
| SAM | 13-20 Sept | 16-30 Sept |
| MMI | 13-20 Sept | 16-30 Sept |
| BRILL | 13-20 Sept | 16-30 Sept |
| BYLINES | 13-20 Sept | 16-30 Sept |
| TSC | 13-20 Sept | 16-30 Sept |



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