

OUR INFO-PAGE

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FOLKLIFE publishers



Download as a PDF
www.folklife.uk/Info

PRINT MAGAZINES: • *FW, FOLKLIFE WEST ~ THIS MAGAZINE*

- *FOLK WHAT'S ON* simply FW's ads (for Tourist Info centres etc)
- Circulation for both above print & pdf: 400; plus FW read online

• *FOLKLIFE TRADITIONS JOURNAL* • Circulation print 260 print; plus FTJ read / download free online

ONLINE: • www.folklife.uk ... *FOLKLIFE WEST* as printed. Members' news pages; + UPDATES (WEBPAGE)

- www.folklife-traditions.uk *JOURNAL* as printed. Articles, folklife news, archive; + UPDATES. Downloads free.
- www.folklife-directory.uk ... *FOLK DIRECTORY, ONLINE-ONLY*. Free entries for all. + UPDATES,

EMAIL: more publicity! free email UPDATES: *DIRECTORY; JOURNAL* appropriate news; *Members' Folk News*.

❖ FREE emailed UPDATES
 6-12 per year;
 just email sam@folklife.uk
 with your name, + country,
 or for England, your region.

REGULAR ADVERTISERS (3/year): Membership* £21 £10. If colour ads (3/year) Membership* £21 free! *[1copy]

Subscribe ~ Folklife Membership

- ✦ **FOLKLIFE WEST** ~ members' news & reports:
 venues, performers, media, services, festival & workshop diary
- ✦ **JOURNAL** ~ researched articles, folklife news, societies, publications

Annual sub ('Membership') covers both magazines :

- ✦ **FOLKLIFE WEST**, 3 issues, together with
- ✦ **FOLKLIFE TRADITIONS JOURNAL**, 2 issues

Free publicity for members, in print & copied online

- ✦ £9 PDF sent via WeTransfer, just £9 per year (worldwide)
- ✦ £21 print magazines posted UK, Europe £27, world £33
- ✦ No form needed, just pay, & email name, address, phone

When sold in clubs, over a year it's £16 for 5 magazines: 3x **FW** at £4, plus 2x **FTJ** at £2. When posted, it's £21: £16 plus £7 towards P+P.

More than 1 posted post-free (= £16 as sold in clubs)
 ~ plus a further discount !

Posted UK to 1 address: x2=£30. x3=£38. x4=£44
 5 or more @ just £10 each so 5 = £50, 10 = £100, etc

JOURNAL-only, instead of both magazines, posted (PDFs free!, from website)

- 1 copy of Journal --- £3.50, or Europe: £5.20, or rest of world £6.15.
- Subscriber: 3 issues of Journal --- £10, or Europe £15, or world £18.

£ BACS: 'Folklife West T/A Folklife'
 sort code 09-01-55, account 18675181

and, only for existing Folklife Members, or to join Folklife:
 Cheque: 'Folklife' to 16 Barrett Rise, Malvern, WR14 2UJ
 Online pay by Card: <https://ko-fi.com/folklife/shop>

Your Print Ads ~ also copied online

- Stand out as limited advertising
- Good value! your ads displayed for 4 months, in print (circulation above) - and free online on websites

Folklife West advert prices, pay by BACS

- ❖ Folklife Members can also pay by card or cheque
- ❖ No VAT ❖ For Journal advert prices: email for details
- ❖ Sizes include optional border
- ❖ New advertisers, and non-Member advertisers, prepaid only.
- ❖ Members' terms: 30 days. Invoices, and receipts, are emailed.

(brackets) = repeat discount, if standing order; or 2(+) prepaid by BACS

- A4 Colour £130 (£120) Mono £65 (£60)
- A4 full bleed Colour £140 (£120 for STO or 3 prepaid by BACS)
- 1/2 Colour £70 (£ 64) Mono £35 (£32)
- 1/4 [A6] Colour £40 (£ 36) Mono £20 (£18)
- 1/8 Mono only Mono £11 (£10)

Ad sizes

- A4 max w 194, max h 283
- full bleed max w 210, max h 297, +3 mm bleed
- 1/2 wide ↔ max w 194, max h 133
- 1/2 portrait (tall) ↑ max w 93, max h 283
- 1/4 [A6] max w 93; max h 133
- 1/8 max w 93; max h 64

Emailing ads ads must be emailed: image or text

- ☞ email image: camera-ready - attach your tiff, jpeg, PDF, we can stretch to fit
- ☞ email text: just email us the words; you can also attach 1 logo to be included; we'll typeset, free (as we often do for smaller clubs)

✓ We use: Mac OS 10.13.6, Adobe InDesign CS 6.

✓ Colour ads: you are advised to send us a printout so we can check colours.

✓ B&W ads: send as greyscale, & check that before sending.

✓ Jpeg ✓ Tiff ✓ PDF high-definition 300dpi, text 600 dpi, fonts embedded

X Word: "Word.doc" is not an image! so save as a PDF → [Print] → [Save As PDF]

X complex adverts may appear different - ask a professional designer to send

Deadlines for Folklife West

- **FW Jan** < Jan • Feb • Mar • Apr > Copy by 20 Nov
- **FW May** < May • Jun • Jul • Aug > Copy by 20 Mar
- **FW Sept** < Sep • Oct • Nov • Dec > Copy by 20 July

* Changes after deadline? Possibly, conditions are:

- ☞ Adverts must be same size changes by 30 Nov, 31 Mar, 31 Jul
- ☞ News must be no longer than previously sent ... by 6 Dec, Apr, Aug

* Non-Members' news to FW Correspondents: 2 months (= 1 Nov, Mar, Jul)

Deadlines for the Journal

- **Folklife Traditions Journal: 1 Mar** Copy by 1 Feb
- **Folklife Traditions Journal: 1 Nov** Copy by 1 Oct

Folklife West: Members' News ~ Word limits up to 160 words, each news item!

Don't count: heading [venue/start time]; end [contact details]

Photos: B&W high-res (300 dpi) welcome

More words if advertising: 1/8 up to 220; 1/4 up to 240; 1/2 up to 280; A4 up to 360. Correspondents: 350 to 600 words.

Members: your club news - band - new album - festival - etc . . . your Reports, Dates, Festival Info, info on your latest album ...

What we publish is news from our Members who pay for this magazine. So Members' news about their album, rather than reviews.

MEMBERS' NEWS always OUR PRIORITY ... so no interviews, and no reviews (occasionally if space eg in correspondents' column)

FOLKLIFE TEAM MEMBERS:

- * Editors: Eleanor & Sam Simmons.
- * Admin: Sam.
- * Text Editor: Members' news websites/word limits: David Harley.
- * Web advice, and for our online-Directory, Zoom listings updates: we thank Paul Clarke, just retired from these roles; volunteer(s) welcome.

- * Folklife West correspondents & listings: see page 2
- * Journal contributors: see that magazine or www.folklife-traditions.uk
- * Illustrations, logos: Chris Beaumont, Chris Stewart, John Crane.
- * Photographs: Eden Tanner, Colin Davies.

* We thank our team, we are all unpaid Volunteers ~ more welcome!