

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,

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

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

Note: on 9 July, prices rose, for membership, and for adverts

- ❖ Advert sizes revised - slightly bigger
- ❖ New, a discount for repeat adverts - same price as previous standard price.

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') for BOTH MAGAZINES : FOLKLIFE WEST, 3 issues ⌘, together with FOLKLIFE TRADITIONS JOURNAL, 2 issues ⌘

Free publicity for members, in print & copied online

PDF via WeTransfer, just £9 per year (worldwide)
 --or-- Posted £21, Europe £27, world £33

No form needed, just pay, & email name, address, phone

Posted UK £21/year, made up of £16 as sold* + £7 towards P+P.
 *as sold in clubs: £16 all magazines = 3x FW (£4), plus 2x FTJ (£2).

More than 1 is post-free (=cost as sold in clubs) - plus 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 £21

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

£ 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
- ❖ Ad prices, pay by BACS (Members only: or card, cheque)
 - ❖ No VAT ❖ Sizes include optional border
 - ❖ New advertisers, and non-Member advertisers, prepaid only.
 - ❖ Members' terms: 30 days. Invoices, and receipts, are emailed.
- ❖ Colour FW Repeat discount: standing order or 2 prepaid
 - A4..... £165. £150 ● max w 194, max h 282
 - full bleed £180. £165 ● max w 210, max h 297, +3 mm bleed
 - 1/2..... £90. £80 ● wide ↔: max w 188, max h 133
 - portrait (tall column) ↑: max w 93, max h 282
 - 1/4 [A6]... £55. £50 ● max w 93, max h 133 (no 1/8 colour)
- ❖ Mono
 - A4..... £65. £60 ● max w 194, max h 282
 - 1/2..... £35. £32 ● wide ↔: max w 188, max h 133
 - portrait (tall column) ↑: max w 93, max h 282
 - 1/4 [A6]... £20. £18 ● max w 93; max h 133
 - 1/8 £11. £10 ● max w 93; max h 64 (1/8 mono only)

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

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 X not low-res from web
 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, & NO REVIEWS (occasionally if space eg in correspondents' column)

❖ FOLKLIFE TEAM MEMBERS:

- * Correspondents listed on page 3
- * Editors: Eleanor & Sam Simmons; all Admin: Sam.
- * Zoom/web advice: Paul Clarke.
- * Photographs: Eden Tanner, Colin Davies.

- * JOURNAL contributors: see www.folklife-traditions.uk
- * Text Editor (Members' news websites/word limits): David Harley.
- * Illustrations, Logos: Chris Beaumont, Chris Stewart, John Crane.
- * We thank our team, we are all unpaid Volunteers ~ more welcome!