

INDEX

FOLK NEWS & LISTINGS from our Members

with LISTINGS for ① CLUBS & VENUES ② PERFORMERS ③ MEDIA ④ SERVICES

- ★ **FOLK NEWS** copied online ~ individual country / county pages ~ view, or download www.folklife.org.uk
- ★ **LISTINGS** summaries in FW; very detailed entries in our **ONLINE DIRECTORY** www.folklife-directory.uk

1 News + LISTINGS



NEWS + LISTINGS

2 DIARY

FESTIVAL DIARY & WORKSHOP DIARY from our Members ~ in The Diary insert

⑤ FESTIVAL DIARY ⑥ WORKSHOP LISTINGS also copied to our **ONLINE DIRECTORY** www.folklife-directory.uk

DIARY

3 FT

FOLKLIFE TRADITIONS open to all ~ articles, news, publications, listings

⑦ FOLKLIFE SOCIETIES ⑧ FOLKLIFE STUDIES & INSTITUTIONS ⑨ SEASONAL CELEBRATIONS (⑨ in insert)

★ online Archive of articles + index; FT DIRECTORY; and download latest FT www.folklife-traditions.uk

FT



Download as a PDF
folklife.org.uk/Info

OUR INFO-PAGE

Membership, word limits, advert info, deadlines, reselling discounts

❖ Sep 2019 ❖ FOLKLIFE WEST, No 62 ❖

FOLKLIFE publishers

- www.folklife.org.uk ~ main site, FW news pages
- www.folklife-directory.uk ~ online Directory
- www.folklife-traditions.uk ~ FT: articles, Directory



THE EDITORS • Sam & Eleanor Simmons • Sam@folklife.co.uk
• 01684 561378 • 16 Barrett Rise, Malvern, Worcs WR14 2UJ

££ PAYMENTS Folklife, sort code 09-01-55, account 18675181

OUR INFO-PAGE

- FW Jan 1st < Jan • Feb • Mar • Apr > Copy by 19 Nov
- FW May 1st < May • Jun • Jul • Aug > Copy by 19 Mar
- FW Sept 1st < Sep • Oct • Nov • Dec > Copy by 19 Jul

LATE CHANGES ? Possibly ... CONDITIONS APPLY ~

ADVERTS: IF same size / image-type (eg jpg) as originally sent.
• up to 30 Nov / 31 Mar / 31 Jul as advert layout is finalised next day !

NEWS, LISTINGS: IF same word-length or shorter • up to 6 Dec / 7 Apr / 7 Aug
• But non-members news to Correspondents must be sent by "Copy" date

YOUR PRINTED (& ONLINE) ADS IN FW

- Stand out as limited advertising
- Good value! ... as your ads last for 4 months! AND copied online !
- Also copied online,
news pages folklife.org.uk; festivals folklife-directory.uk
- Also in our ads-only FOLK WHAT'S ON, distributed free to TICs, libraries, & large general venues that include folk programming

➤ ADS: COSTS (NO VAT CHARGED !)

Prepaid £4 less than invoiced. 10% discount for 2 prepaid.
● Prepaid year over 15% less than 3 prepaid separately.

COLOUR

● A4.....	invoiced £184.	Prepaid £180.	Year [x3, £540]	£450
● 1/2.....	invoiced £104.	Prepaid £100.	Year [x3, £300]	£250
● 1/4 [A6]	invoiced £64.	Prepaid £60.	Year [x3, £180]	£150
● 1/8	invoiced £34.	Prepaid £30.	Year [x3, £90]	£75

MONO

● A4	invoiced £73.	Prepaid £69.	Year [x3, £207]	£175
● 1/2.....	invoiced £42.	Prepaid £38.	Year [x3, £114]	£96
● 1/4 [A6]	invoiced £25.	Prepaid £21.	Year [x3, £63]	£53
● 1/8	invoiced £16.	Prepaid £12.	Year [x3, £36]	£30

- Book space by prepaying, or by emailing your Purchase Order N°.
- Invoiced terms = 30 Days from invoice date. Invoices, and receipts, are emailed.
- Further ads will not be accepted if money is owing from last time !
- Members: mono ads placed as near as possible to your news or Diary entry, page preference-order to biggest (1st A4; 2nd 1/2; and so on)

➤ ADS: SIZES (A4)

- Full bleed (= edge to edge); colour only max w 210, max h 297, +3 mm bleed
- A4 max w 188, max h 275 ● 1/2 across ↔ max w 188, max h 132
- 1/4 [A6] max w 92, max h 132 ● 1/2 column ↑ max w 92, max h 268
- 1/8 max w 92, max h 64 ● Sizes include optional border
- Other: any combination of 1/8 boxes (4mm between boxes).

➤ ADS: EMAIL 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 will typeset, free, in our choice of typeface (as we often do for smaller clubs)

- ✓ We use: Mac OS 10.7.5, Adobe InDesign CS 6.
- ✓ Colour ads: you are advised to send us a printout so we can check colours.
- ✓ If B&W: pl convert colour to greyscale, & check that before sending.
- ✓ Jpeg ✓ Tiff
- ✓ PDF as high-definition 300dpi, text 600 dpi, fonts embedded; if B&W ad, send as greyscale.
- ✗ Word: "Word.doc" is not an image so save Word as a PDF (→ [Print] → [Save As PDF])
- ✗ complex adverts may appear differently, ask a professional designer to design & send them

Members' News

up to 200 words ~ for each news item!

so 200 words for your club news, 200 for your band, 200 for your new CD, 200 for your festival ... etc

More if advertising: 1/8, up to 275 words.
1/4, 300 words • 1/2, 350 • A4, 450

your Reports, Dates, Festival Info, info on your latest CD, etc.
♦ don't count in 200 words: heading [venue/start time]; end [contact details]
♦ Photos: B&W high-res (300 dpi) welcome X not low-res eg copied from web X
♦ Word limits are for 1 item, you can send in more than 1 (so CD + news = 2 items).
♦ Festival & Workshops Diaries: same word limits for "More Details" section.
♦ Reviews: we are not a reviews magazine. We recommend Living Tradition.
So please don't send CDs to editors. You can join and publicise your CD (200 words).
Exceptionally, Members can send in a review - check first if we have room.
♦ CORRESPONDENTS usually 350 to 800 words [may vary, depends on local circulation/ads]

FOLKLIFE TRADITIONS

Articles & news - word limits by arrangement.

Send News as plain email or as RTF or as Word.doc

Your Membership Benefits posted magazine & free publicity!

FW by post and Free Publicity, print + online
• Festivals, Venues, Performers, Media, Services, Organisations
• News & Reports, Listings • Festival Diary, Workshop Diary

No form needed to join - just BACS or send cheque

Folklife, sort 09-01-55, account 18675181
• Please email your name, address, phone (no email? please PRINT when writing)

1 year, 3 issues. £16. x2=£19, x3=£22, x4=£26, x5=£29

Reselling post-free + discount about 40% (c.£1.80, sell @ £3 !)
6 or more - by Clubs, Pubs, Venues, Festivals, Performers, Shops, & you -
x6 = £33 a year; x7 = £38 a year; x8 = £43 a year; x9 = £49 a year;
x10 = £54 a year; x11 = £60 a year; x12 = £65 a year [discounts ± £1]