



FOLKLIFE publishers



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www.folklife.uk/Info

❖ 1 MAY 2024 ❖

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.

Important note: price rises

- ❖ Folklife West, where sold, now £4 (this issue 48 pages = 96 pages A5!)
- ❖ Membership annual subscription, now £21.
- ❖ Other prices being reviewed. Below applies till 31 May.
- ❖ Revised prices 1 June on folklife.uk/info

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

UK More than 1, to 1 address: x2=£24*, x3=£30, x4=£35, x5=£39.

UK Sell 6+: post-free, 20% discount (FW cost £2.40, sell @ £3)

Per year: x6= £43.20, x7= £50.40, x8= £57.60,
 x9= £64.80, x10= £72.00, x11= £79.20, x12= £86.40.

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

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, cheque, or card ... ↑
- ❖ No VAT ❖ Sizes include optional border
- ❖ Terms: 30 days. Invoices, and receipts, are emailed.

❖ Colour FW FTJ circulations FW & FTJ see top of page

- A4..... £150. £100 ● max w 188; max h 275
- ❖ full bleed £165. £115 ● max w 210; max h 297; +3 mm bleed
- 1/2..... £80. £54 ● wide ↔: max w 188; max h 132
- portrait (tall column) ↑: max w 92; max h 268
- 1/4 [A6]... £50. N/A ● max w 92; max h 132
- 1/8 £25. N/A ● max w 92 max h 64

❖ Mono

- A4..... £60. £40 ● max w 188; max h 275
- 1/2..... £32. £22 ● wide ↔: max w 188; max h 132
- portrait (tall column) ↑: max w 92; max h 268
- 1/4 [A6]... £18. £12 ● max w 92; max h 132
- 1/8 £10. £7 ● max w 92; 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
 ✗ Word: "Word.doc" is not an image! so save as a PDF → [Print] → [Save As PDF]
 ✗ 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 ✗ 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!