



FOLKLIFE publishers



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www.folklife.uk/Info

❖ REVISED: 24 JAN 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 400+ print; plus FW read online
 • FOLKLIFE TRADITIONS JOURNAL • Circulation print 270 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.

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 £18, 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 1 issue --- £3, or Europe: £5, or rest of world £6
- Subscriber: 1 copies of 3 issues. --- £9, or Europe £15, or world £18

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
- 1/4 [A6]... £50. N/A ● portrait (tall column) ↑: max w 92; max h 268
- 1/8 £25. 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
- 1/4 [A6]... £18. £12 ● portrait (tall column) ↑: max w 92; max h 268
- 1/8 £10. £7 ● 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

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 200 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 275; 1/4 up to 300; 1/2 up to 325; A4 up to 350. Correspondents: 350 to 700 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 WEST: INDEX

MEMBERS' FOLK NEWS by area, plus our Correspondents

- ① CYMRU•WALES ⊕ national→ S-E→ S-W→ Mid-Wales→ North
 Tudalen Cymru • Wales page Mick Terns
 N-E Wales & Cheshire Brian Bull
 Gwynedd: Travelling Sessions list: local sessions
- ② ENGLAND, WEST COUNTRY (SW region) ⊕
 Kernow→ Devon→ Som & Dorset→ Wilts→ Bristol & S Glos→ Glos
 Kernow-Cornwall Lamorna Spry
 Our Glos-based Roving Correspondent Cresby aka Mr Red
- ③ ENG., WEST MIDS ⊕ Staffs→ West Mids→ Warks → Herfs→ Worcs
 S. Birmingham & nearby Bob Bignell
 Warwickshire with Coventry Malc Gurnham
 Cotswold Folk: S.Warks/N.Cotswolds+listings Paul Bryan
 S.W. Herefs and nearby John & Jane Baxter

④ ENGLAND, some news from OTHER AREAS, more welcome! ⊕

- EAST MIDS (Notts)
- SOUTH-EAST (Sussex, Hants, Oxon, Kent)
 Folk Arts Oxford website list: local folk
- LONDON
- NORTH-WEST (Cumbria, Lancs, Manchester, Cheshire)
 Cumbria & N.Lancs Steve Harrison
- NORTH-EAST → YORKS & HUMBER

⑤ ALBA•SCOTLAND ❖ International Members' news welcome ...

● After FOLK NEWS as above,
 Members' FESTIVALS & WORKSHOPS DIARY

⊕ FOLKLIFE TEAM MEMBERS: * Correspondents: as above

- * JOURNAL contributors: see www.folklife-traditions.uk
- * Editing member-clubs' guest news from websites: David Harley.
- * Zoom/web advice: Paul Clarke.
- * Illustrations, Logos: Chris Beaumont, Chris Stewart, John Crane.
- * Photographs: Eden Tanner, Colin Davies.
- * We thank our team, we are all Volunteers ~ more welcome!