

# FOLKLIFE, January 2021.

## All prices below are to be confirmed.

**Advert rates** below are as before. These will be confirmed nearer the time, depending on whether we print as normal, or as this time, reduced circulation (no multiple copies to folk clubs), so reduced rates.

**Membership.** Price rise from £16 a year to **£18 a year** for 1 copy per issue. **Postage increased 15%\***; we have increased prices by 12½%.  
\* 1 magazine UK, 2nd class (<250g): 25/3/19 was £1.32; then £1.40 on 23/3/2020; then £1.53 on 1/1/2021.

**This issue** was a special one, combining 3 issues of Folklife Traditions pages, and no news & diary pages.  
**Therefore:** smaller than usual, so credit of £2 for those receiving 1 copy (other sizes pro rata), and for those joining now, for 1 issue including January, membership is £16 (usual £18, less £2 credit).

As of now (1/1/2021) we don't know whether we will print as normal in May. If we don't, then again we will issue credits to members.



Download as a PDF  
[www.folklife.uk/Info](http://www.folklife.uk/Info)

### OUR INFO-PAGE

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

❖ JAN 2021 ❖ FOLKLIFE WEST, No 66 ❖

## FOLKLIFE publishers

- [www.folklife.uk](http://www.folklife.uk) ~ main site, FW news pages
- [www.folklife-directory.uk](http://www.folklife-directory.uk) ~ online Directory
- [www.folklife-traditions.uk](http://www.folklife-traditions.uk) ~ FT: articles, Directory



THE EDITORS • Sam & Eleanor Simmons • [Sam@folklife.uk](mailto:Sam@folklife.uk)  
• 01684 561378 • 16 Barrett Rise, Malvern, Worcs WR14 2UJ



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

- 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 July**
- \* Articles for Folklife Traditions: 2 months (= 1 Nov, Mar, Jul)  
• Non-members news to Correspondents: 2 months (= 1 Nov, Mar, Jul)

❖ **LATE CHANGES ? Possibly ... CONDITIONS APPLY ~**  
ADVERTS: IF same size / image-type (eg jpg) as originally sent by **Copy** date  
• up to 30 Nov / 31 Mar / 31 Jul as we need to finalise advert layout  
NEWS, LISTINGS: IF same word-length or shorter than last FW • up to 6 Dec/Apr/Aug

### 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  
❖ 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: 350 to 700 words [depends on local events, & FW circulation & adverts]

### 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

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

1 year, 3 issues: x1 = £18. x2=£22.50, x3=£27, x4=£31.50, x5=£36

Reselling post-free and 25% discount (cost £2.25, sell @ £3 !)  
6 or more - by Clubs, Pubs, Venues, Festivals, Performers, Shops, & you -  
PER YEAR: x6 = £40.50; x7 = £47.25; x8 = £54; x9 = £60.75;  
x10 = £67.50; x11 = £74.25; x12 = £81

## 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.uk](http://folklife.uk); festivals [folklife-directory.uk](http://folklife-directory.uk)

## 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 (1<sup>st</sup> A4; 2<sup>nd</sup> 1/2; and so on)

## Ads: SIZES (A4)

- A4 ..... max w 188, max h 275 5
- 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).
- 5: or A4 full bleed; colour only, £200, max w 210, max h 297, +3 mm bleed

## 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.
- X Word: "Word.doc" is not an image ..... so save Word as a PDF ( → [Print] → [Save As PDF] )
- X complex adverts may appear differently, ask a professional designer to design & send them