



1 FT **FOLKLIFE TRADITIONS** ~ articles, news, publications, listings **FTJ index on page 2**
 * **online Archive of articles + index; FTJ DIRECTORY; and download latest FTJ** www.folklife-traditions.uk

2 News + LISTINGS **FOLK NEWS & LISTINGS, from our Members, from page 18**
 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.uk
 * **LISTINGS summaries in FW.** Detailed entries in our **ONLINE DIRECTORIES** www.folklife.uk/directory.html

3 DIARY **FESTIVAL DIARY & WORKSHOP DIARY, from our Members, from page 55**
 ⑤ **FESTIVAL DIARY** ⑥ **WORKSHOP LISTINGS** also copied online www.folklife.uk/festivals.html



Download as a PDF
www.folklife.uk/Info


OUR INFO-PAGE

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

❖ OCT 2021 ❖ FOLKLIFE WEST, No 68 ❖

FOLKLIFE publishers

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

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

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



- **FW Jan** < Jan • Feb • Mar • Apr > **Copy by 19 Nov**
 - **FW May** < May • Jun • Jul • Aug > **Copy by 19 Mar**
 - **FW Sept** < 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 online !
- **Also copied online, on folklife.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 No.
- 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)

- 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