



Folklife West is a 56-page magazine with articles (*FTJ pages*), folk news, and adverts. It is run by a non-profit group of volunteers, and has always run at a loss ...

Below, our general information page about **Folklife West**. - also copied online, free to view, on www.folklife.uk

Additionally, from next issue (Jan. 2023), we will also sell **FTJ** separately - this online edition being a trial run for that.

- The annual cost for 3 issues will be £10 UK, £16 EU, £20 rest of world.
- For payment details, please see foot of page.
- The same adverts will appear in **Folklife West** and in **FTJ**, costs as below.
- We'll include adverts from **Folklife West**. Those in **FTJ** pages as before; others after **FTJ** articles.

OUR INFO-PAGE



Download as a PDF
www.folklife.uk/Info

OUR INFO-PAGE

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

❖ Sep 2022 ❖ FOLKLIFE WEST, No 71 ❖

FOLKLIFE publishers

- www.folklife.uk ~ FW news pages, + Updates
- www.folklife-traditions.uk ~ FTJ: articles, folklife news
- www.folklife-directory.uk ~ online folk directory - free entries



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

Your Printed (& online) Ads in FW

- Stand out as limited advertising
- Good value! your ads displayed for 4 months!
- Good value! online on folklife.uk
- No VAT charged

Standard ad prices, paid by BACS, Card, or Cheque,

- Terms: 30 days. Invoices, and receipts, are emailed.
- New advertisers: to book, prepay or email Purchase Order N°.
- Sizes include optional border
- Other sizes: any combination of 1/8 boxes (4mm between boxes).

£2 discount if prepaid by BACS

Colour (deduct £2 if prepaid)

- A4..... £152. • max w 188; max h 275
- full bleed £167. • max w 210; max h 297; +3 mm bleed
- 1/2..... £82. • across ↔ max w 188; max h 132
- column ↑ max w 92; max h 268
- 1/4 [A6]... £52. • max w 92, max h 132
- 1/8 £27. • max w 92, max h 64

Mono prepaid (add £2 if not prepaid)

- A4..... £60. • max w 188; max h 275
- 1/2..... £32. • across ↔ max w 188; max h 132
- column ↑ max w 92; max h 268
- 1/4 [A6]... £18. • max w 92; max h 132
- 1/8 £10. • 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.
- ✓ If B&W: pl convert colour to greyscale, & check that before sending.
- ✓ Jpeg ✓ Tiff
- ✓ PDF high-definition 300dpi, text 600 dpi, fonts embedded; B&W send as greyscale.
- ✗ 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 them.

Deadlines

- 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
- Articles for Folklife Traditions Journal pages ... 2 months (= 1 Nov, Mar, Jul)
- Non-Members' news to Correspondents 2 months (= 1 Nov, Mar, Jul)

Your Membership Benefits posted magazines free publicity in print & copied online!

News & reports, listings, articles

- Festival & Workshop Diary
- Venues, Performers, Media, Services, Organisations

No form needed to join

- just pay and email your name, address, phone

1 year, 3 issues, £18. x2=£24, x3=£30, x4=£35, x5=£39

Sell 6+: post-free, 20% discount (cost £2.40, sell @ £3)
Clubs, Pubs, Venues, Festivals, Performers, Shops, & you
Per year: x6= £43.20, x7= £50.40, x8= £57.60,
x9= £64.80, x10= £72.00, x11= £79.20, x12= £86.40.

Members' News in FW's News pages

your club news + your band + your new album + your festival ...
your Reports, Dates, Festival Info, info on your latest CD, etc.

Up to 200 words ~ for each news item!

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

- ♦ don't count: heading [venue/start time]; end [contact details]
- ♦ Photos: B&W high-res (300 dpi) welcome ✗ not low-res copied from web ✗
- ♦ Festival & Workshops Diaries: same word limits for "More Details" section.
- ♦ Publicise your album (word limits as above) - join Folklife.
We are not a reviews magazine, we recommend Living Tradition.
- ♦ Members can send in a review if we've room; members' news is our priority
- ♦ CORRESPONDENTS: 350 to 700 words

FOLKLIFE TRADITIONS JOURNAL

Articles & news - word limits by arrangement.

Please see www.folklife-traditions.uk/contact-contribute.html

£ payable to: Folklife

BACS: Folklife, sort code 09-01-55, account 18675181

Cheque: post to 16 Barrett Rise, Malvern, WR14 2UJ

Card (no discounts): <https://ko-fi.com/folklife/shop>