

# FOLKLIFE, May 2021. FOLKLIFE TRADITIONS JOURNAL ~ FTJ

Since lockdown, an international online audience, and it's much easier to explain (Zoom chats) that we carry researched articles, if we now refer to our 'FT pages' as a 'Journal' - our aims include stimulating a wider interest in folk studies & folk culture, and many of you kindly tell us how much you value these articles: "The magazine has been a welcome arrival during the lockdowns. I particularly enjoy the song features with their research. I put them up on the stand, sight read them and then work turning the notes into music." Thank you all for your support. Eleanor and Sam



Download as a PDF  
www.folklife.uk/Info

## OUR INFO-PAGE

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

❖ MAY 2021 ❖ FOLKLIFE WEST, No 67 ❖

# FOLKLIFE publishers

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



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££ 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

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• 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

### Adverts & Membership ~ Prices Update ...

As of now (21 April 2021) we don't know whether we will print as normal in Sept. If we don't, then again we will issue credits to members. All prices above are to be confirmed. Normally, it's so simple ...

- ❖ **Advert rates** unchanged for years ... But Jan & May circulation halved, as no multiple copies to folk clubs. So we charged half the usual prices (below). For Sept., if we print as normal, then usual prices apply. If we don't - that depends on circulation.
- ❖ **Membership. Price rise, Jan 2021.** 1 copy, from £16 a year to £18 a year for 3 issues posted = £6 per issue. Price up by c.12½ %.
- ❖ **Post 1 magazine UK, 2nd class (<250g):** post cost increase 15%+!  
25/3/2019, £1.32; 23/3/2020, £1.40; 1/1/2021, £1.53 ....

## 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
- 1/4 [A6] max w 92, max h 132
- 1/8 ..... max w 92, max h 64
- 1/2 across max w 188, max h 132
- 1/2 column max w 92, max h 268
- Sizes include optional border
- Other: any combination of 1/8 boxes (4mm between boxes).
- S: 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
- or 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.
- ✗ Word: "Word.doc" is not an image ..... so save Word as a PDF (→ Print) → [Save As PDF] )
- ✗ complex adverts may appear differently, ask a professional designer to design & send them

Again, this would have been straightforward, but ...

- ❖ **May, Sept 2020:** online-only ... the corresponding 8 months subscriptions increased, eg expiry 1 Jan becomes expiry 1 Aug, etc.
- ❖ **Jan, May 2021:** 24 pages instead of 60+ pages. Credit of £2 per issue x2 = £4 credit. Pro rata for multiple copies.
- ❖ **2 BACS issues on request £4 each:**
  - Jan 2021 printed 3 issues of *Folklife Traditions* pages: May & Sept 2020 previously online only; plus Jan 2021 (news & diary pages online only).
  - May 2021 FTJ + Festivals & Workshops Diary (news online only).
- ❖ **Sept 2021 onwards usual £18 a year, if we print as usual.**
  - If we don't, then again we will issue credits to members ...
- ❖ **If however any new member wants to start with May, then £16** (the usual £18, less £2 credit for May).