



FOLKLIFE, publishers: Info page

1 January 2025. ☉ This page as PDF: can be downloaded from www.folklife.uk/info

£ BACS: 'Folklife West T/A Folklife' sort code 09-01-55, account 18675181
Cheque: 'Folklife' to 16 Barrett Rise, Malvern, WR14 2UJ. Card: <https://ko-fi.com/folklife/shop>

SUBSCRIBE ~ Folklife Membership

Contact sam@folklife.uk

☉ Cover price: FW £4, Journal £2, so per year, 5 magazines: 3x FW at £4, + 2x FTJ at £2, total £16 where sold.

Annual sub ('Membership') covers both **FOLKLIFE WEST**, 3 issues, plus **FOLKLIFE TRADITIONS JOURNAL**, 2 issues

☉ PDF — £9 / year, PDF sent via WeTransfer (UK and worldwide) } ☉ REGULAR ADVERTS Membership mono £10 less / colour free!

☉ POST — £21* / year print magazines (Europe £27, world £33). }

☉ More than 1 post-free (= £16 as sold in clubs) ~ plus a further discount !

☉ Posted UK to 1 address*: x2=£30. x3=£38. x4=£44. 5 or more @ just £10 each, so 5 = £50, 10 = £100, etc. *And £10 less if regular ads!

JOURNAL-only, instead of both magazines: PDFs free!, from website. POST 1 copy of Journal — £3.50, or Europe: £5.20, rest of world £6.15.

Journal subscriber: 1 year (2 issues) — £7, Europe £10, rest of world £12; or 2 years (4 issues) — £13, Europe £19, world £22..

☉ No form needed, just pay, & email name, address, phone to sam@folklife.uk ☉ We welcome your standing orders for subscriptions

MEMBERS' NEWS in FOLKLIFE WEST ~ up to 160 words, for your news!

DON'T COUNT . . . heading [venue address & start time]; end [contact details, web, media]. PHOTOS: B&W high-res (300 dpi) welcome

MORE WORDS IF ADVERT: 1/8 up to 220; 1/4 up to 240; 1/2 up to 280; A4 up to 360. CORRESPONDENTS: 350 to 600 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, and no reviews (exceptionally if space eg in correspondents' column)

YOUR ADS in print, and copied online

FOLKLIFE WEST adverts, pay by BACS, no VAT

- ❖ Ads displayed for 4 months, in print - and free online
- ❖ Folklife Members: can also pay by card or cheque
- ❖ New advertisers, and non-Member advertisers, prepaid only.
- ❖ Invoices, & receipts, are emailed. ❖ Members' terms: 30 days.

JOURNAL advert prices are simply half FW prices !

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; we'll typeset, free (as we often do for smaller clubs)

- ✓ We use: Mac OS 10.13.6, Adobe InDesign CS 6.
- ✓ Jpeg ✓ Tiff ✓ PDF high-definition 300dpi, text 600 dpi, fonts embedded
- ✗ "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

COST colour = 2x mono (brackets = repeat discounts)

- A4 Colour £130 (£120), Mono £65 (£60)
- ☉ A4 full bleed Colour £140 (£120)
- 1/2 Colour £70 (£64), Mono £35 (£32)
- 1/4 [A6] Colour £40 (£36), Mono £20 (£18)
- 1/8 Mono only Mono £11 (£10)

REPEATS DISCOUNTS if prepaid together.

2 or more PREPAID by BACS. OR paid by standing order.

~ ad discount in brackets (£ above) ~ and plus reduced Membership! £10 less for mono / free for colour!

SIZES include optional border

- A4 max w 194, max h 283
- ☉ A4 full bleed max w 210, max h 297, +3 mm bleed
- 1/2 wide ←→ max w 194, max h 133
- 1/2 portrait (tall) ↑ max w 93, max h 283
- 1/4 [A6] max w 93; max h 133
- 1/8 max w 93; max h 64

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)

Our Folklife Volunteers:

- * Editors: Eleanor & Sam Simmons. * Admin: Sam.
- * Text Editor: Members' news websites/word limits: David Harley.
- * Folklife West correspondents & listings: see page 2
- * Web advice, and Online-Directory Zoom list: Volunteers welcome.

DEADLINES for the JOURNAL

- Folklife Traditions Journal: 1 Mar Copy by 1 Feb
- Folklife Traditions Journal: 1 Nov Copy by 1 Oct

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



- * Journal contributors: see that magazine or www.folklife-traditions.uk
- * Illustrations, logos: Chris Beaumont, Chris Stewart, John Crane.
- * Photographs: Eden Tanner, Colin Davies.

* We thank our team, we are all unpaid Volunteers ~ more welcome!

☉ FOLKLIFE'S DIRECTORY online only, www.folklife-directory.uk

Free entries: venues, performers, services. It's a simple Directory, so no dates (dates are in **Folklife West**).

☉ FOLKLIFE WEST ~ FW this print magazine. See www.folklife.uk

News/reports from Folklife Members; a few adverts. Venues, performers, media, services, festival+workshop diary. 40-48 pages.

☉ FOLK WHAT'S ON print leaflet. Copied to www.folklife.uk/fwon, read online, free download. Simply ads & advertisers' news from FW.

• Circulation, FW & Folk What's On (print + pdf): 400 (+ any 1-off pdf sales)

☉ FOLKLIFE TRADITIONS JOURNAL print magazine. Articles, news from researchers, folklife societies; publications announced.

All copied to www.folklife-traditions.uk — includes archive of past issues' articles. Read free online, or free PDF downloads !

• Circulation (print): 260 — plus as read / downloaded free online.

☉ FOLKLIFE'S UPDATES Each website above has an Updates page, collated into a combined UPDATES EMAIL (6-12 per year)

❖ to join the UPDATES EMAIL list — just email sam@folklife.uk with your name, + UK county or metro borough etc; or for overseas, State, etc.