



# FOLKLIFE, publishers: Info page

Revised 20 Nov. 2024

🌐 This page as PDF: download from [www.folklife.uk/info](http://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](mailto: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 )  
🌐 POST — £21\* / year print magazines (Europe £27, world £33). } 🌐 **REGULAR ADVERTS Membership mono £10 less / colour free!**  
🌐 **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](mailto: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](mailto:Sam@folklife.uk) • 01684 561378  
16 Barrett Rise, Malvern, Worcs WR14 2UJ



- \* Journal contributors: see that magazine or [www.folklife-traditions.uk](http://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](http://www.folklife-directory.uk)

**FREE ENTRIES: venues, performers, services.** It's a simple Directory, so no dates (dates are in **FW**).

#### 🌐 **FOLKLIFE WEST ~ FW** this print magazine. See [www.folklife.uk](http://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](http://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](http://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](mailto:sam@folklife.uk) with your name, + UK county or metro borough etc; or for overseas, State, etc.