



# FOLKLIFE, publishers: Info page (page 3)

7 April 2025.

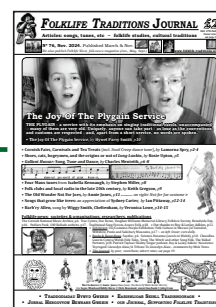
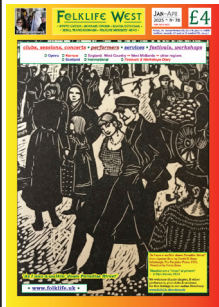
Download as pdf from [www.folklife.uk/info](http://www.folklife.uk/info) sam@folklife.uk



BACS: 'Folklife West T/A Folklife' sort code 09-01-55, account 18675181

Card: <https://ko-fi.com/folklife/shop> Cheque: 'Folklife' to 16 Barrett Rise, Malvern, WR14 2UJ.

## FOLKLIFE membership subscription: 1 year for 5 magazines: 3x Folklife West plus 2x Journal



Download PDF

PDF £9

or: Post UK

Post UK £21

or: Air Mail

Post Europe £27

Post World £33

Folklife West £4  
January to April

+ F T Journal £2  
March

+ Folklife West £4  
May to September

+ Folklife West £4  
September to Dec.

+ F T Journal £2  
November

More than 1 post-free (= £16 as sold in clubs) ~ plus a further discount! Plus £10 less if regular ads! free if regular colour ads!

Posted UK to 1 address: x1=£21. x2=£30. x3=£38. x4=£44. 5 or more @ just £10 each, so 5 = £50, 10 = £100, etc.

Bacs, card, cheque details top of page; email name, address, phone to [sam@folklife.uk](mailto:sam@folklife.uk) We welcome your standing orders for subs

Membership includes publishing your publicity: your session or club, festival, workshops, shop; as a performer (dates, latest album), etc ... For each news item, up to 160 words, more if advert, see below. You can have more than 1 news item, eg performer dates & new album. Regular ads? Membership discount £10 if mono ads, free if colour ads.

## 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: simply half FW prices !

### COST colour are simply 2x mono costs

### REPEATS DISCOUNTS if prepaid together, with 2 or more PREPAID by BACS.

OR paid by standing order.

Ad discount in brackets after standard price £11(£10) ~ and reduced Membership!

Membership £10 less for mono ads / free for colour ads!

### 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)

### DEADLINES for the JOURNAL

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

### 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

The Editors • Sam & Eleanor Simmons  
• [Sam@folklife.uk](mailto:Sam@folklife.uk) • 01684 561378  
16 Barrett Rise, Malvern, Worcs WR14 2UJ



A4  
max w 194,  
max h 283

Colour £130  
(discount £120)

Mono £65 (£60)

A4 full bleed  
(edge to edge)  
max w 210,  
max h 297,  
+3 mm bleed

Colour only  
£140 (£120)

1/2 A4,  
portrait  
(tall)  
max w 93,  
max h 283

Colour £70 (£64)  
Mono £35 (£32)

1/2 A4,  
wide  
max w 194,  
max h 133

Colour £70 (£64)  
Mono £35 (£32)

1/4 A4  
(A6 size)  
max w 93;  
max h 133

Colour £40 (£36)  
Mono £20 (£18)

1/8 A4  
max w 93;  
max h 64

Mono only  
£11 (£10)  
n/a for Journal