



FOLKLIFE, publishers: Info page

Revised 26 Sep. 2024

☼ This page as PDF: download from www.folklife.uk/info

☼ **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 **FW**).

- ☼ **FOLKLIFE WEST ('FW')**, print magazine. All copied to www.folklife.uk — read free online, or we can send a PDF download (£3). 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 — plus as read online.
- ☼ **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, + country, or for England, your region.

£ **BACS: 'Folklife West T/A Folklife'** sort code 09-01-55, account 18675181
 or Cheque: 'Folklife' to 16 Barrett Rise, Malvern, WR14 2UJ or Online pay by 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 per year, PDF sent via WeTransfer (UK and worldwide)
- ☼ **POST** — £21* per year print magazines posted UK, Europe £27, world £33 ☼ **REGULAR ADVERTISERS** *reduced to £10 / 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, **posted** (PDFs free!, from website) • 1 copy of Journal — £3.50, or Europe: £5.20, rest of world £6.15.
 • Subscriber: 2 issues of Journal — £7, or Europe £10, or rest of world £12. We welcome your standing orders for your Journal sub.

☼ **No form needed, just pay, & email name, address, phone to sam@folklife.uk**

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.
- ✓ Ads: if mono, send as greyscale, & check that before sending.
- ✓ 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. 3 PREPAID by BACS, or paid by standing order,

~ ad discount in brackets (£ above) ~ and
Plus reduced Membership! (x1) £2+, mono only £10 / colour free!
2 PREPAID by BACS, 5% off full price.

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)

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



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: we thank Paul Clarke, just retired. Volunteer welcome.
- ☼ Online-Directory, Zoom listings: we thank Paul. Volunteer welcome.

- ☼ 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!**