

Dear Client

Introducing the regional East Kent WI News, an individual regional publication produced for all the members of the East Kent Federation of Women's Institutes.

The East Kent WI News is published every month and editorial is sourced from the local WI Institutes. The WI Board of Trustees and their Editors, ensure their publication covers all the issues and events concerning their WI members. The East Kent WI News is distributed directly through the local WI network meaning all members see a copy of 'their' magazine.

The East Kent WI News offers advertisers the following features and benefits:

- Availability to all the East Kent WI Federation members
- Guaranteed readership resulting in assured access to a key target audience
- Further distribution to libraries, doctors, dentists, local events and shows
- Cash rich, time rich audience – over 73% are ABC1 groups
- Active, creative, resourceful, self-starting members
- Females, aged on average between 30 - 75
- Flexible advertising options from small regular blocks to full page displays
- The magazine has a fixed amount of advertising and is not saturated
- Free advertisement design – let our experts make your company stand out each month
- Over 80% of advertisers repeat their bookings on a series basis



Please visit our website at www.winews.co.uk for more information.

Here you can learn more about the Women's Institute and its varied activities, view sample pages from the WI News and see some fantastic testimonials. You can also access information about all the WI magazines published by us, covering the South East of England, The Home Counties and representing over 88,000 people in terms of monthly readership.

I do hope that you will consider this excellent means of advertising your business, and I will be in touch shortly to discuss your advertising requirements in the East Kent WI News

Yours sincerely

Lorraine Ould
 Tel: 01728 622030
kentwi@todaymags.co.uk
www.winews.co.uk

"East Kent has come a long way with each edition looking fresher than ever"

(Today Magazines)

Key Facts

Produced Since: Apr 2006
 Pagination: 16
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 Issued: Monthly

News and Events

FROM THE FEDERATION SUB-COMMITTEES

Art & Leisure

Soup and Social

Monday 5th March 2012
at **Chartham Village Hall**
from 10 am to 3pm.

Come and join us for a relaxed and friendly day playing Rummikub, Canasta, Scrabble or any other games you like to bring.

Absolute beginners very welcome as well as more experienced players.

£5.00 per person to include home-made soup and French bread for lunch

Photographic Competition

Having set the theme of "Winter scenes" for the competition, we were worried that members would be unable to submit enough entries for the competition. Not a bit of it! We had a great spread of wonderful, sometimes very innovative pictures from which to choose, and it was a very hard task selecting the ones for the cover and inside the 2012 calendar.

Congratulations to the successful photographers: Mrs. Davis, Minister on Sea; Barbara Taylor, Lyttel; Sheila Oyar, Kennington; Freda Klee, Seasalter; Dorothy Tozer, Walmer; Mary Szalay, Rochesterham; J. Clifton, Folkestone; Mousam Baniham, Bell Ings; E. Spicer, Hythe; B. Ujary, Stapleford; Val Bird, Bellingham; L. Turner, Witleborough; Julia McDougall, Abbey. A very big "Thank you" to everyone who sent in entries, we shall be returning printed photos to those who included a stamped addressed envelope as soon as we can.

The theme for the 2013 Calendar competition is "The Coastline of East Kent". As usual 6" x 4" in Landscape format, and, although they often make off-putting pictures, it is possible to avoid including identifiable children.

Watch this space for details of **Art Display and Sale** on Wednesday 21st March (at the Annual Council Meeting)

Performing Arts

We are planning a **Dancing Day**
Thursday 26th April
at **Thanington Without Community Hall**.

We can confirm that the afternoon session will be **Circle Dancing** and in the morning we are hoping to have **Zamba Dancing**.

You will be able to do both sessions or just choose one of them

Look out for next issue of EKN for full details

Craft & Home Economics

planning for 2012

Gardening Day 12 April 2012 - Gardening Day 12 April 2012 at the Simon Langton School for Boys in Canterbury. New venue with a scallier, free parking. Telegraph columnist author and garden expert Helen Yerrin will answer your questions under the title "Thirty Problems" in the morning. Name of seated speaker and afternoon Flower Arranging Demonstrator to be announced in the next issue of the East Kent News.

The cost will be £3.50

Royal School for Meadfields and Hampton Court Palace Gardens - 9 June 2012 - The cost for this trip will be £50.00, which includes a 2 hour visit to the RSN and entrance to the Gardens. There are only 40 tickets available for the daytime visit.

Food Hygiene Course - There are currently enough members for another course. More courses will be held next year. Contact the Office if you are interested.

More Cookery and Craft Judges - are needed, a course to be arranged over three mornings. Contact the Office with your name if interested.

Fed Reps Sub-committee

Your last chance to nominate someone for **The Achievers Cup**
Closing date 31st January 2012
Forms with your WJ Secretary

Membership & Advisory

Treasurers, have we received your reply to our invitation to join one of the three workshops we are holding on 30th January, 6th and 13th February? Advisers are looking forward to seeing either you or your Assistant or someone who may take over in the future. Please do reply by 14th January so that we know who is coming. Presidents, you have not been forgotten as 'Being in Charge' workshops are being arranged in the Spring so that you too can ask questions, exchange ideas and gain assurance that you are "on the right lines". These gatherings will be done within areas with Presidents from two or three Groups being invited to a fairly central venue. Listen out for more details from your Adviser.

Elsewhere in EKN there are details of how to vote from the resolutions short-listed at a meeting in the National Federation office in October. Do see the voting slip to select which one you would prefer to be discussed at the AGM at the Albert Hall in May.

Chairman, Dorothy Daise - 01303 21554 or contact the Federation Office

Resolution Reminders

Have you voted for the resolution you would like discussed?

If now everyone should have received their November issue of WJ Life containing the short list from which the resolution or resolutions to be discussed at the AGM in the Albert Hall will be chosen. If you haven't already done so, please read the information about each of them and select the one which best fits the criteria for a good resolution. Last year some WJ photographers the slips provided in WJ Life to make it easier for members to complete. Completed slips should be handed to your Secretary who will need to send them to the office as soon as possible and certainly by **January 27th** at the latest, please. Your votes are then collated and the results sent to NFJW where the "top" one, or perhaps two if the voting is close, will be selected.

Do exercise your democratic right and vote for the resolution you prefer.

FUND RAISING

Enjoy the company of **JOHN WARNETT**
(Radio Kent Presenter)

At our **PERSONALITY LUNCH**
To be held at **Chartham Village Hall**
On **Monday, 27th February 2012**
12 noon for 12.30 pm

Tickets £15 for a delicious 3 Course Lunch
Closing date: 27th January



An enlightening opportunity to go on an escorted Tour of **The Supreme Court of The United Kingdom**
On **Friday, 27th April 2012**

There will be time for you to explore the activities at the Westminster Embankment/County Hall area.

The cost will be **£20 Members only**
Closing date: 27th March 2012

Painting on Glass

12 members of the November "Painting on Glass" day at Purley Hall, Ashford, it was very enjoyable, especially for the majority who were very new to this work, with plenty of help and encouragement from Mrs. T. Page, the tutor. More experienced artists would have liked some further development to the work but we all finished with a satisfying display of completed work. We intend to cater for more experienced artists as well as beginners in our next Art day later in the Spring.

Marion Rouse, Chairman, Art & Leisure



(Continued from Page 7)

Jo Livingstone was the speaker at **HOLM & DANLEY WJ** in November. Her subject was **Prosopagnosia aka Face Blindness**. Members were told that sufferers often have trouble recognising people they have not met many times before and in extreme cases they do not recognise members of their own family. (There is apparently no treatment - it has to be dealt with by 'coping with it' and the understanding of others).

BAPCHILD & TORRIS WJ Annual Meeting was a success, culminating in the Committee being unanimously elected and they all enjoyed a lunch prepared by committee members.

At their Annual Meeting, **TUNSTALL & BENTLEY WJ** looked back over the many events and meetings they have held during 2011 and are looking forward to the New Year with their craft and book clubs, sewing mornings and the events arranged by the Federation.

An insight into Fashion in Portraits was the talk at **CASTLE GREEN WJ** by Mr Harris. His beautiful slides showed how styles have changed from the very formal stance of the 17th century portraits, to the modern informal settings of Princess Diana, by Bryan Organ, when celebrating her engagement to Prince Charles. Members were given advice on how to take pictures of family groups, and suggested pictures should always be taken.

At the November meeting of **WOODCHURCH WJ**, Eric Spear gave a talk on Stapleford's Board School. Eric had been appointed Head Teacher at this country village school when it transferred from its old Victorian building to the new modern built premises. He had thoroughly researched his topic and using historic evidence from the School's Log Book, brought alive the pupils and teachers from the past. In his power point presentation, he showed photographs of Victorian and Education days. Through to the present time. It was then, that in the recently completed, members looked back with fondness at their own school days, some with artistic recollections and others with artefacts such as sports day medals. Photo shows one member's achievements.



Finally, a look back to the summer, when, despite an inclement day, **BROADSTAIRS & ST. PETER'S WJ** enjoyed Vice President, Margaret Smith's hospitality for the second year, consuming an unqualified number of cups of tea accompanied by cakes and sandwiches in her lovely garden. Photo shows members doing what members do!



KIRKINGTON GROUP took part in an awareness day on Saturday 29 October in the County Square shopping centre in the heart of Ashford. The presence of Maureen Drury and Fay Dobson, President and Secretary respectively of **EMMEL WJ**...

Several interesting contacts were made, including one with the Deputy Lord Lieutenant of Kent and a local craft group who meet in Ostra Coffee on a Thursday evening. A contribution for a citrus attached coat of arms was offered as was sticky toffee cake from the nearby coffee bar.

Best of all, we had a steady stream of visitors who showcased an interest in joining the WJ, or to buy from the younger women who were busy shopping that day.



There was less than usual post this month, expect you have all been busy with Annual Meetings etc. Hopefully next issue in February will be full of your Christmas activities. I do wish you all a very Happy and Peaceful New Year. Ann N (JG)

ASHLEY'S JEWELLERY LTD

10 High Street, Broadstairs, Kent CT10 1JF
Tel/Fax: 01843 862616

1 Jacobs Yard, Faversham, Kent. ME13 9PT
Tel: 01795 539333
mail: ashleysjewellery@btinternet.com
www.ashleysjewellery.co.uk

Cash Paid for Gold
Best Prices Paid
RESPONSE JEWELLERY SERVICES & REPAIRS
176 Broad St. Ashford TN25 1JL

CANTERBURY TOURIST GUIDES LTD

10 High Street, Broadstairs, Kent CT10 1JF
Tel: 01843 862616

1 Jacobs Yard, Faversham, Kent. ME13 9PT
Tel: 01795 539333
mail: ashleysjewellery@btinternet.com
www.ashleysjewellery.co.uk

WESTENHANGER CASTLE AND MEDIAEVAL BARN

Guided Group Tours, minimum 12 members or £100.00. Tuesdays only.
Mid April to mid September. £8.50 incl VAT pp. Mornings, Afternoons and Evenings.

Contact for information and leaflets
E-mail: grahamferg@btinternet.com or telephone 01227 738 451.

Tour and talk, light refreshments, visitor centre, shop, Grade 1 house, Ancient monument ruins, 14th c doves, 16th c barns, full size replica ship Discovery

Free parking.

Five minute walk from Westenhanger main line station or leave M20 at junction 11 towards Hythe, Kent. Near to Folkstone racecourse.

www.kentcastle.co.uk

GLADWELLS PET AND COUNTRY STORE

For all your equine feeds and supplements, visit a Gladwells store. All major horse feeds and supplements stocked, alongside a huge range of pet and animal feeds. Wild Bird Feed direct from the mill.

Gladwells Pet & Country Stores
All your favourite products under one roof.
Wild Bird Special Offers in store

Graveney Road, Faversham, Kent. ME13 8UR
Mon - Sat 8.00am to 5.30pm
Tel: 01795 591670
Email: Faversham@copdockmill.co.uk

Where lifestyle and care go hand in hand

Signature Homes - Retirement Homes for Sale

01227 374488/376292
www.signaturehomes.co.uk

East Kent WJ News January 2012

Today Magazines Ltd, The Publishing House, Station Road, Framlingham, Suffolk, IP13 9EE
Tel: 01728 622030 Fax: 01728 622031 www.winews.co.uk

Company Registration No. 2493209 VAT Registration No. 843 4768 02

Monthly Advertisement Rates

All prices quoted are exclusive of VAT

	1 month	4 months (consecutive)	6 months (consecutive)	12 months (consecutive)
Block	£38.25 per month	£32.50 per month	£30.60 per month	£26.80 per month
1/16th	£71.25 per month	£60.55 per month	£57.00 per month	£49.90 per month
1/8th	£134.00 per month	£114.00 per month	£107.20 per month	£93.80 per month
1/4	£220.00 per month	£185.00 per month	£176.00 per month	£154.00 per month
1/2	£422.50 per month	£360.00 per month	£338.00 per month	£295.80 per month
Page	£834.50 per month	£710.00 per month	£667.50 per month	£584.20 per month
Front Page (1/5)	£275.00 per month	£233.75 per month	£220.00 per month	£192.50 per month

Guaranteed Position 10% Extra

File Formats:

We can accept the following files for adverts: PDF - JPEG - TIFF

Word files and Publisher files can be worked with in most cases.
The best resolution for supplying adverts and images is 300dpi.

We also offer a full design service which is **FREE OF CHARGE**.

Where to send your advert copy:

kentwi@todaymags.co.uk

Discounts:

- Book 2-5 magazines - 5%
- Book 6+ magazines - 10%
- Pre-payment discount - 5%
- Agency Commission - 10%

Advertisement Sizes

Block

Height 32mm x Width 42mm

1/16th

PORTRAIT:

Height 65mm x Width 42mm

LANDSCAPE:

Height 32mm x Width 90mm

1/10th

PORTRAIT:

Height 100mm x Width 42mm

LANDSCAPE:

Height 50mm x Width 90mm

1/8th

PORTRAIT:

Height 137mm x Width 42mm

LANDSCAPE:

Height 65mm x Width 90mm

1/5th

PORTRAIT:

Height 100mm x Width 90mm

LANDSCAPE:

Height 50mm x Width 186mm

1/4

PORTRAIT:

Height 137mm x Width 90mm

LANDSCAPE:

Height 65mm x Width 186mm

1/2

PORTRAIT:

Height 278mm x Width 90mm

LANDSCAPE:

Height 137mm x Width 186mm

Full Page

A4 size with a 3mm bleed all around

Height 303mm x Width 216mm



The advertisements below give a rough idea of how many words can fit into each size advert.

These word counts are the **MAXIMUM** number of words we would recommend.

If you wish to include logos and images then the amount of text should be significantly reduced to allow space for these.

Block

15 words + header and contact details

Header
Main body text goes here
Main body text goes here
Main body text goes here
Address line 1
Telephone
Website

1/16th portrait

45 words + header and contact details

Header
Main body text goes here
Main body text goes here
Main body text goes here
Main body text goes here
Main body text goes here
Main body text goes here
Main body text goes here
Main body text goes here
Main body text goes here
Main body text goes here
Address line 1
Address line 2
Telephone
Website

Header
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Address line 1
Address line 2
Telephone
Website

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Address line 1
Address line 2
Telephone
Website

1/8th landscape

90 words + header and contact details

1/4 portrait

200 words + header and contact details

Terms and Conditions

TERMS AND CONDITIONS FOR ADVERTISING

1. CONTRACT

- 1.1 A verbal order shall be binding on the Advertiser for the period over which their advertisements appear.
- 1.2 The Publisher reserves the right to cancel the Contract and omit any Advertisements due to be published in the Magazine if: (a) the Copy is not reasonably acceptable to the Publisher, or (b) the Copy is or may be, in the reasonable opinion of the Publisher, obscene, blasphemous, libellous, defamatory, indecent, inaccurate, misleading, inappropriate for the Magazine or in contravention of any applicable laws, rules, regulations, guidance or codes of practice.
- 1.3 Any booking is subject to our Terms and Conditions which are incorporated by reference and deemed to have been read and understood whether or not they have been and, can be seen on our website or viewed at our offices in Framlingham.
- 1.4 Today Magazines Ltd., when contracted to produce/help produce a publication on a client's behalf by – a) selling advertising space; b) organising typesetting and/or print production; c) print costs/payments, are not to be held responsible, in the event that the client should refuse insertion of an advertisement, for whatever reason or, be responsible should the client cease production of their publication.

2. PUBLICATION

- 2.1 Publication of any Advertisement is subject to the Copy being acceptable to the Publisher and sufficient space being available in the Magazine. The Publisher gives no warranty or guarantee that sufficient space will be available.

3. COPY SUPPLY

- 3.1 It is the responsibility of the Advertiser to supply the Publisher with Copy before the Copy Deadline and the Advertiser acknowledges that time is of the essence. If the Advertisement is omitted from the Magazine due to failure by the Advertiser to deliver suitable Copy before the Copy Deadline, the price remains payable in full.
- 3.2 If the Advertiser fails to deliver suitable Copy by the Copy Deadline, the Publisher, in its sole discretion, reserves the right not to publish the Advertisement in the magazine or to use copy from a previous issue.

4. CANCELLATIONS

- 4.1 Cancellations can be accepted only if they are received by the Publisher in writing 5 working days prior to copy date. Cancellations received by the Publisher after that date will have no effect unless otherwise agreed in writing by an authorised representative on behalf of the Publisher. Under no circumstances would less than a minimum of 50% of the cost be acceptable.
- 4.2 Any Advertiser who cancels part of a series booking will be charged at the rate set out on the Publisher's rate card from time to time for each Advertisement published in the Magazine.

5. PAYMENT AND CREDIT

- 5.1 Unless credit facilities are agreed by the Publisher in writing, the Price is due in full in accordance with the settlement date specified on the invoice.
- 5.2 If the Advertiser fails to pay any sums due to the Publisher by the due date, the Publisher reserves the right to charge interest on all overdue sums at the rate of 8% per annum above the base rate of HSBC Bank plc from the due date for payment until the date payment is received in full in cash or cleared funds.

6. ERRORS

- 6.1 Although every effort is made to avoid errors, should they occur the Advertiser acknowledges and accepts that the Publisher will not be liable to the Advertiser for breach of Contract or in any other manner whatsoever in any of the following circumstances:
- 6.2 Where the error is due to inaccurate, incomplete or imprecise instructions from the Advertiser, or
- 6.3 Where the Copy is not supplied until after the Copy Deadline and/or the Publisher has exercised its right under 3.2, or
- 6.4 Where the error is a typesetting error which has occurred during the free typesetting service offered to the Advertiser, or
- 6.5 Where the error concerns the colour reproduction of the Advertisement and the Advertiser has failed to supply a colour proof with the Copy in a form which is satisfactory to the Publisher, or
- 6.6 Where the Publisher has not received a written complaint from the Advertiser within 7 days of the 'On-Sale Date' (and/or posting of magazine with the invoice).
- 6.7 If any of the circumstances in paragraph 6.1 – 6.6 arise, the Advertiser remains liable in full for the Price. In addition, should an error occur in an Advertisement which is to be repeated, it is the responsibility of the Advertiser to inform the Publisher in writing of the error within 7 days of the 'On-Sale Date' (and/or receiving their copy of the magazine with their invoice). If this is not done, and the Incorrect Advertisement is repeated, the Advertiser remains liable in full for the Price of the repeat Advertisement(s).
- 6.8 The Publisher's maximum liability to the Advertiser pursuant to the Contract (including these Conditions), whether in contract, tort (including negligence), breach of statutory duty or otherwise shall, to the maximum extent permitted by law, be limited to the Price payable by the Advertiser to the Publisher. The Publisher shall not be liable to the Advertiser for any special, indirect or consequential loss including, without limitation, economic loss or any loss of profit, loss of revenue, loss of contracts, loss of business, loss of goodwill, loss of reputation or like loss.
- 6.9 Failing agreement between the parties, the basis on which any compensation shall be calculated, is that of a percentage refund of the Price equal to the percentage loss of response which can reasonably be attributed to an error of the Publisher.

7. CONFLICT AND JURISDICTION

- 7.1 The Contract shall be governed by these Conditions, which represent the entire agreement between the parties in relation to the subject matter and supersede all prior agreements and understandings between the parties. In the event of any conflict between these Conditions and those incorporated in any form of offer or other correspondence or documentation submitted by the Advertiser, these Conditions shall take precedence.
- 7.2 The Contract shall be governed by the laws of England and each party submits to the exclusive jurisdiction of the English Courts save that the Publisher reserves the right to take action against the Advertiser in any other jurisdiction.