

Dear Client

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

The Essex 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 Essex WI News is distributed directly through the local WI network meaning all members see a copy of 'their' magazine.

The Essex WI News offers advertisers the following features and benefits:

- Published monthly for 12,500 WI Ladies
- 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 Essex WI News

Yours sincerely

Tracy Pike
Tel: 01728 622030
tracy@todaymags.co.uk
www.winews.co.uk

"The Essex WI News is our main communication tool with our members."

(Judy Monk - Secretary, Essex WI Federation)

Key Facts

Produced Since: Feb 1995
 Pagination: 20
 Format: A4
 Issued: Monthly
 Website:
www.essexwi.org.uk

Example edit pages

A Celebration of Essex Food

Monday 23rd April
From 10 o'clock, £10 non-volunteer, £30 (approx) 3.00pm

On the 23rd April (St George's Day and Shakespeare's birthday) we are holding a day at the Old Chelmsfordians Rugby Club in Chelmsford to celebrate the diversity of the many independent producers who make up Essex in our County. We will be having three speakers, two in the morning and one in the afternoon, and knowing the keen interest WI members take in the production of food we hope that many of you will come and join us.

The day will start at 10.30am (doors open at 9.45am) and finish at 3.00pm.

Cookery & Crafts and Crafty Competition

Public Affairs



Box Making

Cookery & Crafty
To be held on **Friday 27th April 2012** at the WI Centre

doors open 9.45am for 10am start finish @ 3pm
Tickets: £20 to include materials
Bring a packed lunch

Janette Field will show us how to make a party 5'45" x 5" silk polished box. Janette will supply all the materials you need, so you will leave for home taking a completed box, ideal for friends or to hold a special present for a family member or friend.

Cookery date: 26th March 2012

Calling all New Members

Have you joined your WI since January 2011? Are you a member of one of our recently formed WIs? You are invited to a Coffee Morning at the WI Centre, Harfield Reveal, Wednesday 4th April 10.00am to 12.30pm. Doors open at 9.30am for coffee.

Are you enjoying being a WI member? Perhaps some things are confusing to you at your monthly meeting? Are you interested in finding out more about the organisation you have joined? Why not come along to the WI Centre to find the answers. Come and meet some of the Board of Trustees, and WI Officers. Find out the meaning of some of the jargon you hear, learn about the office set up and also meet other new members over a cup of coffee and a biscuit. The structure of the WI will be explained to you and how Essex News is collected and printed. As well as seeing the map where all our WIs are located you will also be able to browse around our shops.

There is plenty of free parking and good disabled access.

The cost will be £4.00 each which is made payable to the Federation of Essex Women's Institutes. Tickets can be obtained by completing the appropriate part of the Ticket Order Form on the back page of Essex News or by writing to the WI Centre, Writtle, Belford Road, Harfield Reveal, CM3 2JG and enclosing your cheque and an a/c no. so that we can send you a token which will include a map of how to find us.

We are looking forward to meeting you on Wednesday 4th April.

Members Advisory Committee
Ballot date: 8th March

NOTICEBOARD

WJ Gardening Project

Get Growing!
Want to brighten up a piece of land in your area, grow fruit and vegetables, flowers, start a community orchard or get children involved outdoors in gardening? We have some funds to help you.

Applications for the 2012 growing season to be returned by 20 February 2012.
Please contact Diane Sanderson, Home Economics Advisor email: dsanderson@essexwi.org.uk for an application form and details of how to apply.

Singing for Joy

DO YOU LOVE TO SING?
Further to the article on page 3 of November's Essex News, Singing for Joy if you love to sing, and would like to be part of the WJ choir, then please let us at the Federation hear from you.

We are having to form a choir to look forward to National, but we need singers, and really we need a Choir leader to take the choir forward. Please contact the WI Centre if you are interested as soon as possible.

Poppy's Tea Room Award

Poppy's Tea Room, Thaxted, was crowned the Best Tea Shop in Essex Life magazine's First Fine Food & Drink Awards held on 20th October 2011. The award celebrated the best of fine food, drink and customer service in Essex across 12 categories, bearing the Tea Tea Caffe, Great Domesday and The Clockhouse, Coggeshall. Jane Ward accompanied by wife Alan, visited the three finalists; 300 hours and then choose the winner. Will done so all the competitors.

To all WI secretaries and treasurers:

If you have had your Annual Meeting and have not sent in your Annual Report, Writtle Reveal Sheet and Financial Statements to the Federation then yet, please do so as soon as possible.

Thank you.

Fairtrade Fortnight

Please note that Fairtrade Fortnight is from 27th February to 17th March.

Chelmsford Star CO-OPERATIVE FUNERAL SERVICES

A New Year's resolution?

A Funeral Plan gives you complete peace of mind...

Take those things, funeral costs are rising all the time, but with our Funeral Plan options you pay for your funeral at today's prices, with nothing more to pay - regardless of when the funeral takes place.

For an information pack simply call us free on...

0800 028 4808

Alternatively, you can visit our website at www.chelmsfordstarfunerals.co.uk

Approved by the Chartered Institute of Funeral Directors



Essex Office: Chelmsford Tel: 01206 251919 - Great Dunmow Tel: 01438 28999
North Essex Tel: 01276 511161 - Haverhill Tel: 01277 22999
Dunbury Tel: 01245 22444 - Writtle Tel: 01454 41022

Approved by the Chartered Institute of Funeral Directors Limited

Example advert pages

RIVER CRUISES on the 'Lady of Lee Valley'

Pride of Lee

Free Parking
Cherry Hill 17th December until New Year's Eve 2012
1.00 Million Best Home HR
Writtle CM3 2JG

Call Tracy on 01728 622030 or email: tracy@medsonaps.co.uk

The Log Cabin

Particars & Catering
Furniture, bedding, chairs & accessories
Specialist services available
15% off all stock
Free Parking
Cherry Hill 17th December until New Year's Eve 2012
1.00 Million Best Home HR
Writtle CM3 2JG

01277 622245

Advertise in Essex WI News

Call Tracy on 01728 622030 or email: tracy@medsonaps.co.uk

PERMANENT MEDIC

Damaged furniture is our speciality
RESTORED ON SITE

- Upholstery reupholstering
- Upholstery & leather repairs
- Stain & odour removal
- Upholstery & leather furniture
- Upholstery & leather accessories

Furniture Mends Call Centre
Tel: 01273 721800
or 01771 862318
1 Trowley Close, Ipswich IP1 8PF
CALL FOR A FREE ESTIMATE

REMINDERS

TIME IS RUNNING OUT!
HAVE YOU BOOKED YOUR PLACE YET?

95th County Annual Meeting
Friday 9th March at the CBE Pavilion, Southend-on-Sea, delegates open from 10.00am, £10 members only. Doors open at 9.30am for a 10.30am start. Tea and coffee available but please bring your own cake. Besta Country Market will be entertaining all plus Country Markets will be in attendance also Fairtrade items for sale. Closing date for this event is Tuesday 31st January 2012.

Crochet for Improvers
Saturday 17th February at the WI Centre, £12 members only, 10am until 1pm. Bookings available. Closing date for this event is Thursday 16th February (not the 19th January as advised in December Essex News).

Simple Spring Suppers
Monday 26th March at the WI Centre, £12 members only. We are delighted to welcome back popular chef Mark Webb, to demonstrate easy entertaining without stress. Doors open at 10.30am for 11am start until 2.00pm, followed by a light lunch prepared and served by the Cookery and Crafty Committee. Tea and coffee will be available. Closing date for this event is Tuesday 16th February.

Do you Love to Shop?
Wednesday 21st March at The Quadrant Store, Chelmsford, £10 to include buffet and wine, 9am until 5pm. Closing date for this event is Wednesday 23rd February.

London Olympic Tour
Wednesday 18th April, 9.30am until 5pm with your secretary. Closing date for this event is Wednesday 7th March.

Press, Publicity & Programme Planning
Wednesday 29th March at the WI Centre, £4 for members only, 10.30am start until 12.30pm. Your coffee available. Closing date for this event is Wednesday 8th March.

LAST CALL FOR ALL ORDER FORMS
A Day at Swettenham Heath Trip - Friday 19th August, £10 order with your secretary. Closing date for all returned order forms is Saturday 31st March.

Visit rescued horses, ponies and donkeys FOR FREE!

at Redwings Horse Sanctuary

ADA COLE RESCUE CENTRE

- Quality Assured Visitor Attraction
- Open seven days a week from April to October - FREE ENTRY
- Situated on the B1011 Epping Road, Hanning combe Harlow in Essex. Follow the brown signs (DN9 29FL)

Enquiries for accessibility, special events and "Winter opening call"
0870 040 0033
or www.redwings.co.uk

walkies in the woods

Sunday 11th March 2012 11am Start

Little Havens Children's Hospice Donor Health Road Thursday 857 2611

Register online now!
www.hospiceessex.org.uk/events
Or call Anna on 01702 220 312

TOP LONDON PRICES PAID

ALL JEWELLERY
(especially pre-war and Rowland Hill)
BRITISH AND WORLD COINS
MEDALS & MILITARY
QUALITY WATCHES
GOLD & SILVER

New Higher Prices

FREEPHONE 0500 77-88-78

Silverware, glass, china, medals, militaria, signet rings and pendants, all clocks, anything old & interesting
ANYTHING PRE-WAR!
Come and see us or arrange a personal visit

ESSEX EVENTS COLLECTORS FORUM
22 NICHOLAS LANE, 18 ROMMILAN PARADE,
GREEN LAKE, DAGENHAM, ESSEX

The best food on the Coast

Not far from the beach and more importantly, not far from the sea! Our delicious, comforting, fresh seafood is the perfect choice for a relaxing day at the beach. Our seafood is fresh, delicious and served in a comfortable setting with big old fashioned friendly service.

Phone 01206 383607 or visit www.essexseafood.co.uk
Cook Road, Thurston, Essex CM26 3JL
Thurston, Essex
"a great place to eat & see"

LATHKINDERS FARM SHOP

Standard food from a range of our region's best specialist producers.
Fresh, local, free-range organic free range, organic veg & eggs, organic free range and organic free range.

Exquisite Lamb,
Gallowaywood CM2 8LX
Tel: 01245 383821
www.essexlamb.co.uk

ESSEX PRICES WILL BE LOW FOR NEW CATALOGUE NOW AVAILABLE

NATIONAL FRUIT (FRUIT SPECIALIST)

More than 100 varieties including over 100 varieties of ORCHARD FRUIT, including Apples, Pears, Plums, Peaches, Nectarines, Apricots, Quinces, and more.

DELIVERIES FREE
GENERAL: 01206 383607
Tel: 01206 383607
www.essexfruit.co.uk
Unit 10, Millers Farm, Thurston, Essex

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FEWI NEWS JANUARY 2012 13

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:

tracy@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
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Main body text goes here
Main body text goes here
Main body text goes here
Address line 1
Address line 2
Telephone
Website

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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.