

Dear Client

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

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

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

- Availability to all the Hampshire 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](http://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 Hampshire WI News

Yours sincerely

Lorraine Turner  
**Tel: 01728 622030**  
**hampshirewi@todaymags.co.uk**  
**www.winews.co.uk**

*"We have found to our great surprise that we have received a good response from our regional WI magazine."*

(Adrian Neil, Upholsterer)



## Key Facts

Produced Since: June 2006  
 Pagination: 20  
 Format: A4  
 Issued: Monthly  
 Website:  
[hampshirewi.org.uk](http://hampshirewi.org.uk)

## It's all happening in Hampshire

### 1. Visiting a WI treasure



We had a wonderful day at the M&M's! Sixteen members of the Cotswolds WI Craft Group visited the National Handicraft Auction (Windy in the Sun) in Great Ouse Park. The volunteers provided a very warm welcome and we were treated to an excellent talk on the history and conservation of 'The Country Ware'. This was created by Constance Knowles, captain of the team of women in Britain after the Second World War. To be able to study the construction and techniques used to create this masterpiece, in addition to the legacy of the team using recycled fabric to create authentic classics and images of the lives of women from the 1940s, was greatly appreciated. The trip was funded from the donations given to the Craft Group in memory of **Kath Harris** who died earlier this year.

### 2. A chance in a lifetime



Did the year-end of our members see an article on the news website about a grant while visiting clubs, schools and the general public to raise a grant for the 2012 Olympic athletes at the 2012 Games in London. One of our members, **Patsy Prosser**, had the letters fall in a chance in a lifetime to be involved. She organised several sessions where some members met and discussed what they would do. The grant has been sent to Gully 4 London and we hope to see them as we watch the Games on television! **Mary Dally, Secretary, Working This Well**

### 3. Hard hats at Highcliffe



Hard hats... Aren't new fashion statements! In October a group of **Seven WI** members visited Highcliffe Castle near Christchurch for a guided tour. It was amazing to see the restoration that has been completed so far - all the exterior has been renovated but only some of the interior. We were a treat to wear hard hats to visit the parts that are still in ruins, including the kitchen with a large old stove. The castle is now a popular location for weddings and other events. It is open most of the year. **Joy Tisdell, Gullage Organizer**

### 4. Loose Women



Keep an eye out for **Almalya Tans** performing during the Gullage! **Loose Women** **Loose women heat in thought.**

### 5. Friends are extraordinary



Did night create Patsy's story? For the past 16 months **Four Marks Albion** WI has been making cakes, preserves and jams, sewing and selling artwork for their special project (dedicated at **Waters House**). At our November meeting President **Clare** presented **Paula Flower** from **Jackdaws** with a donation of £438. Our special project for next year will be the **Waters House** Church. **Jan at Waters** **Paula's visit: 'Wow... what fantastic work!'** Please do also check the charity rules on raising money for another charity before **Four Marks Albion's** wonderful Gullage.

### 6. Harvest Lunch goes with a swing!



From gospel music to Duke Ellington and more... Easy and Jackal Linton, on his guitar and keyboard respectively, entertained **Worthington & Park** with **The Glory of Jazz at West Ham** Harvest Lunch in October. The evening was rounded off with homemade soup and mixtures of classics. We were **Tasting lets our just desserts!**

### 7. Tasting lets our just desserts!



especially delighted to welcome as many of our neighbouring WI members to the annual event. **From our jazz journalist Karen Roberts** **It didn't need a thing if it ain't got that swing!**

Hampshire WI News | JANUARY 2012

## HAPPY AND GLORIOUS

### 60 GLORIOUS YEARS IN MUSIC AND SONG TO CELEBRATE THE ANTIQUE MUSEUMS JUBILEE

Presented by TV personality and former Royal Correspondent **JENNIE BOND**

**THERE'LL ALWAYS BE AN ENGLAND LAND OF HOPE AND GLORY LIFE ON THE OCEAN WAVE WHITE CLIFFS OF DOVER CALLING ALL BORNERS WE'LL MEET AGAIN MEN OF HARLECH CORONATION SCOT BANNY BOY SCOTLAND THE BRAVE JERUSALEM**

WITH favourite music from TV and Radio **LAST OF THE SUMMER WINE CORONATION STREET • DAD'S ARMY MORECAME AND WISE • THE ARCHERS** and a tribute to the **Worcestershire** **THE FLORAL DANCE • SUMMER HOLIDAY ANY DREAM WILL DO • HEY JUKE**

Gavin Sutherland conductor London Concert Orchestra  
Muschester Concert Orchestra  
Rosemary Squires & James Gorman guest artists  
Steve McCredies 1970s

Sat 4 February 12pm	"BURNING" Pavilion Theatre	084 5703108
Sat 6 February 10pm	"DODGE" Royal Festival Hall	0844 867918
Fri 10 February 12pm	"MORRIS" The Hippodrome	0147 807308
Sat 11 February 12pm	"BURNING" Symphony Hall	0121 7603333
Sat 17 February 12pm	"BURNING" Beethoven Hall	0147 8032191
Sat 18 February 12pm	"LONDON" Hippodrome	0147 8073108
Sat 18 February 12pm	"BURNING" Hippodrome	0147 8073108
Sat 24 February 12pm	"MORRIS" Royal Festival Hall	0147 8073108
Sat 25 February 12pm	"MORRIS" Royal Festival Hall	0147 8073108
Sat 26 February 12pm	"MORRIS" Royal Festival Hall	0147 8073108
Sat 11 March 10pm	"DODGE" Royal Festival Hall	0203873344

Find out first [www.worcestershireantiquemuseums.co.uk/jubilee](http://www.worcestershireantiquemuseums.co.uk/jubilee)

JANUARY 2012 | Hampshire WI News

## Happy Hampshire events & celebrations

### 1. 90 years young!



The WI: Friendship and fun. November saw the 90th Anniversary of **Discombe & Winton** WI. Members celebrated with a special evening and a special cake made by fellow member **Christa Gannon**. President **Carol Farrow** introduced **Barbara Pinks**, the longest serving member at 94 years. She set the cake and made a toast to 'Wentworth and the WI - a wonderful organisation'. Members also enjoyed an anniversary lunch at The Stone House in Ash.

### 2. Take a seat...



To celebrate a 20th Anniversary **Halish Grange** WI bought a seat and presented it to **Miss Gail Parsh** Council. It is now in use outside West End Parish Centre where we hold our meetings. **Founding President Maureen Assent** paid and the present President **Edie Pownall** with their friend **one bench.**

### 3. Do you want help with IT?

Are you frustrated with the internet and computer? Do you need help with your IT? **Phone Avril 01264 933000** IT professional and interested. **020 434 4444**

### 4. Barbara Saph Registered Hypochlorite & Coach

Ready to help you make those changes to your weight, clarity, confidence, sleep, stress, and more. **01264 933000** or **079 9142343** **www.BarbaraSaph.com**

### 5. Grandson's Aunt Barbara & Colwyn's Sister

For 1 with this advert ready to share those memories. **HEIGHLEY CASTLE** **01264 933000** **01264 933000** **01264 933000**

### 6. Hibble, bubble... WI trouble!



We're lovely ladies, really! The members of **Church Crookham** WI celebrated Halloween by dressing up withers and carrying pumpkins. From our many thanks to **Wendy Pinks**, **Wendy's** name. WI ladies can never admit to not their fair share of dress up (or don't) for an occasion.

### 7. FOOT HEALTH PRACTITIONER

**SOLENT FOOT HEALTH** **Heath Foot Health Clinic** **114 High Street, Southampton** **01703 531314**

### 8. SOUTH DOWNS NATURAL BURIAL SITE

Make your final journey a positive one. So in a beautiful private woodland setting for South Downs National Park. **01264 933000**

### 9. FREE TV Tickets!

**LOOSE WOMEN** Records of THE TV London Studios for your FREE home use. **www.grouptickets.com** **020 8484 3333**

### 10. THE ANDOVER NURSING HOME

Andover's only family owned nursing home. **01264 333333** **01264 333333**

### 11. The Dove Clinic for Integrated Medicine

Call or email for more information. **01962 716086**

### 12. Distinctive Designs Bead Bar

Visit Distinctive Designs and see our extensive range of beads & findings along with all our other crafting materials. **www.distinctivedesigns.co.uk**

### 13. Spring arrives early!

Special Offer! Buy any £3.99 cleared container for just £2.99. **01264 933000**

# Monthly Advertisement Rates

All prices quoted are exclusive of VAT

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

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**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.