

Dear Client

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

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

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

- Availability to all the Middlesex 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 Middlesex WI News

Yours sincerely

Julie Smith  
**Tel: 01728 622030**  
**Julie@todaymags.co.uk**  
**www.winews.co.uk**

*"This is a fairly recent edition to our WI magazines portfolio, and is proving to be an excellent tool for recruiting new members to the Middlesex WI"*

(Greg Davis MD, Today Magazines Ltd)

### Key Facts

Produced Since: Apr 2010  
 Pagination: 12  
 Format: A4  
 Issued: Monthly  
 Website: [www.mfwi.co.uk](http://www.mfwi.co.uk)

Example edit pages

# Middlesex Federation 90th Thanksgiving Service

by Eileen Sibley, Iver WI

On 28th October 2011 the Service of Thanksgiving celebrating ninety years of Middlesex Federation was held in St Martin's Church, West Drayton at 11am, conceived and conducted by our County Chairman, Mrs Pat Butler.

The day started rather overcast but then developed into a lovely sunny day. Because of the size of the Church, unfortunately only two members per WI were able to attend, in company with past chairmen and a few other guests, the Executive acting as Stewards. In all 101 people attended.

The invited Minister was unable to be there, so Pat took the Service, looking elegant and composed. The occasion was planned to the last detail and ran faultlessly with members with mobility problems seated at the front left hand side of the Church. Pat welcomed everyone and we then sang the hymn "Haste thy soul the King of Heaven". There were two readings, the first from Ecclesiastes 3, and the second from 1 Corinthians 13, an excerpt from the letter of St Paul to the Corinthians.

Pat then took us through the history of the WI pertaining to Middlesex, the ancient Kingdoms of the Middle Saxons, mentioned in the Domesday Book. The first Middlesex WI opened in 1916, Pottery Bar WI, and the Federation followed on the 6th April 1921, with fifteen WIs attending. Pat contrasted the Middlesex of then with now: the former a series of little villages, replaced by the mainly urban sprawl of today.

Education and empowerment of women was the whole point of the WI and the activities were wide ranging, including shoe repairing, poultry keeping and of course jam making! In 1922, a Poultry Inspector was appointed and egg laying competitions were held. She reported that in 2010 membership fell to an all time low, but there has now been a resurgence with five new WIs opening in 2011, and we now have membership of over 1000.

She said we have an illustrious past, but must now look to the future. She was proud to have chaired the Federation in our 90th year. We sang "Jerusalem" and it gave the usual resonance when sung with massed voices. A list of past Chairmen was read out. That lovely hymn "The Lord is my

Example advert pages

## Around the WIs

**City Hill** re-elected Joan Hopcroft as regular much to the delight of the Anzies. On 23rd October they celebrated their 73rd Birthday with a lunch followed by left bowler who looks about the life of Alpha Centauri. A visit all great success.

**Edling Oak Tree** After the usual business of the Annual Meeting we were challenged with a quiz on enigmas all to do with the enigmas and problems of advancing years. We recently enjoyed an outing to Synn Park, where some members visited Synn House and others spent time in the Garden Centre. Another recent outing was to the Bank of England Museum which everyone found very interesting.

**Grange Park Evening** Sarah Wilson and Liz Mansell attended the Annual Meeting where a record 60 members and visitors saw Ian Barker re-elected as President. After the business and refreshments they enjoyed a quiz rounding off a happy meeting.

**Hallfield** Keith Weston gave an amusing talk on his life as a butcher entitled "A Butcher's Tale of Woe". Maureen Hayward gave a brief resume on the "Focus of Fitness and Health" course she recently attended at Dorman College with Mary Heath. Members will see her cookery at the Hallfield Cook Fair.

**Horwood Green** In the last few months enjoyed Sally Broughton talk on the "History of Doctors" and Ann Beaton showed some lovely pictures of France. They found a visit to the Founding Museum very moving, but they had a good laugh at the Richmond Theatre when they saw "Seasons Greetings". A pre-meeting lunch at the Pheasant, and lunch in Richmond proved good social gatherings. They also visited an Antiques Fair in Old Windsor with lunch and a tea stop at the Windsor Farm Shop.

**Plow** All their Birthday meeting was a very lively affair. Stephanie Leachy introduced them to Line Dancing which was great fun. The Birthday cake was made by Mary Peach and beautifully cooked by Jay Crawford. They welcomed many friends from other local WIs. Following a holiday in New Zealand, Lesley Simmons hosted a luncheon party. A film of the Maori story was shown and the proceeds were given to the Gurdwara Group who maintain the Mount Vernon Hospital Country.

**Southwell** have been busy over the last few months. The long weekend in Suffolk enjoyed great weather and good company. Congratulations to all the winners of the judged Show with Mrs Ann Calderwood winning the "Slipping Cup". The "Bath House Lunch" was very well supported with thanks to the hosts Mrs Eud Lovelace, Ann Calderwood and "Yvonne & Blue Bell Cafe" and the Rev Ken Torris talk on "Mountains and Sorey of Sclavon" was most enjoyed.

**Stamell** were entertained with a talk accompanied by slides by Roger Haines who had recently rowed the Atlantic, single handed. Members knew of this voyage as Roger was a close friend of a member's daughter. What Doreen has started again and the Craquet section too will begin their out of season get together over lunch. A Gumbo has been purchased and paid for by a member who organizes a Race Night.

**Stirling Afters** in October welcomed 2 new members as well as visitors from Hays Tave and Hilginton WIs when they celebrated their 22nd Birthday with a lunch prepared by the committee and a cake made by Jackie Powell. The speaker June Huffman told of her work in the Spalding Town Council library. Outings included Ardenes Lakes, Oxford and the Malvern Collection.

**West Bayton** welcomed guests from Harlington and Cowley to their Birthday lunch and then Terry Smith spoke on Honey Bees and Beekeeping. The Annual Quiz Lunch saw teams from local WIs and the Grand Prix Evening WI were declared winners.

**A REMINDER TO PRESS OFFICERS**  
Please submit 50-80 words for the "Around the WIs" to Liz Mansell who collates this page. ANY item you want advertised as a main-episode feature. For example your top tips and events, please submit to the editor via the details in the contacts box on page 2 and NOT in Ltr.

### A competition fit for a Queen

Entry form Questions:

Name: \_\_\_\_\_

Institute: \_\_\_\_\_

Contact details: \_\_\_\_\_

Don't forget your SAE to have your card returned if you do not win!

This form CAN be photocopied, as many times as you want but each card MUST have its own entry form. Closing date: Entries to be at County office by 29th February 2012. Please answer the following guideline questions:

Please note - Although the questions must be answered as part of the competition, the answers given will not be judged and are for information purposes only. It is the quality and skill of the card that will be judged. Please regard on the questions below, using additional sheets of paper as necessary. Good Luck!!

**What inspired the design? (colours/techniques and actual design)**

**Describe the craft technique(s) you used.**

**How many practice attempts did you make? Is this the first time you have used this technique or do you have a lot of experience?**

**How many hours/days in total do you think it took to complete the card?**

**Is there anything else you can tell us about your design / choice of colours?**

**If you got the chance to enter the Queen, is there one burning question you have always wanted to ask her?**

Published on behalf of Middlesex WI by: Helen Maguire Ltd. The Publishing House, Station Road, Hemstead, Suffolk, IP11 3JL. Tel: 01728 622030. Fax: 01728 622031. E-mail: helen@hmaguire.com. Website: www.middlesexwi.com

**200 Club**  
200 Club Winners for November were:  
Share 170: Ann Shaw, Cambridge Hill, Iwer, £36  
Share 279: Eileen Sibley, Iwer WI, Iwer, £20  
Share 189: Joanne Hadman, Grange Park Die WI, Iwer, £25

**ACWW DEPUTY WORLD PRESIDENTS TALK**  
March 9th 2012

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Tickets from Mrs B. James, 4 Pen Way, Budge, Norfolk. 444 TQJ. Tel: 01985 631588. Email: russ@cornwallmail.com

**2012 Resolutions**  
Your Vote matters: use it don't lose it

Just a little reminder of the resolutions chosen. Published so that as many members as possible remember to vote this year. For full details on these resolutions and the crucial voting slips, you are requested to use, please see the November/December issue of WI Life. The deadline for voting slips to be in County office will be sent out in the mailing. Please refer to the WI Life for further information on each resolution to help you make an informed choice.

- Field study centres and outdoor education
- Arabic letter
- Reducing fuel poverty
- Employment of more Midwives
- Achieving legal status for British Sign language as an indigenous minority language in the UK
- Helmets for cyclists

To Advertise in The Middlesex WI News call Kooly or Julia on 01728 622030

Please ensure you mention 'The Women's Institute and Middlesex News when responding to advertisements.

**Do you value Anglican Services and music where the Book of Common Prayer is used?**

...to be used in the service of the church...

**the hardware studio & gallery**

A treasure trove of threads and fabrics, beads and wheels - used in a great place to learn to be creative!

Open Mon - Sat, 10:30 - 6:00  
140 Swan Street, Ipswich, IP1 1TD  
www.hardwaresstudio.co.uk

**Mass Problems?**

Respite Housing Services

Face up with housing, grants and more housing on the way!

Let us solve all your problems by giving us a call on 07947 850311

**MYLES & DAUGHTER**

Decorative Lettters

A quality service, look no further. Paper Hanging, NOT JUST Parties.

Insurance north, understand! 0208 572 1000  
Email: myles@myles.com

**FOOT HEALTH PROFESSIONAL**

Specialists in nail care, fungus, infections, verrucae, callus & corns.

Insurance north, understand! 0208 572 1000  
Email: myles@myles.com

**Ann & Paul's FELTHAM WOOLSHOP**

57a High Street, Feltham, Middlesex. Tel: 028-8893 7779

For all your knitting and quilting needs. 80% British wool available - Customise a garment. We stock Sirocco, Dyle Dye & Feltham Wool, New Zealand, Anorak wool, Darnall Knitting Yarn.

Start Knitting - Acquire storage fabrics from the 60's and 70's!

For a wider choice of yarn, craft supplies and advice, visit our Retail Shop, a Month's Knitting Show.

**Ann & Paul's SEW SIMPLE**

94 Church Road, Ashford, Middlesex. Tel: 01754 25742

All the good value of our Ashford Knitting but with more choice for the north west and east of London.

### 12 month series

Price per month  
£

<b>BLOCK</b>	32mm x 42mm	15
<b>1/16th</b>	65mm x 42mm	28
<b>1/8th</b>	65mm x 90mm	49
<b>1/4</b>	65mm x 185mm/137mm x 90mm	85
<b>1/2</b>	137mm x 185mm/278mm x 90mm	160

### 6 month series

<b>BLOCK</b>	32mm x 42mm	17
<b>1/16th</b>	65mm x 42mm	32
<b>1/8th</b>	65mm x 90mm	54
<b>1/4</b>	65mm x 185mm/137mm x 90mm	95
<b>1/2</b>	137mm x 185mm/278mm x 90mm	175

### 4 month series

<b>BLOCK</b>	32mm x 42mm	19
<b>1/16th</b>	65mm x 42mm	36
<b>1/8th</b>	65mm x 90mm	60
<b>1/4</b>	65mm x 185mm/137mm x 90mm	105
<b>1/2</b>	137mm x 185mm/278mm x 90mm	190

### 1 month

<b>BLOCK</b>	32mm x 42mm	25
<b>1/16th</b>	65mm x 42mm	45
<b>1/8th</b>	65mm x 90mm	79
<b>1/4</b>	65mm x 185mm/137mm x 90mm	140
<b>1/2</b>	137mm x 185mm/278mm x 90mm	250

All prices quoted are exclusive of VAT **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:

[copy@todaymags.co.uk](mailto:copy@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**  
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.  
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.  
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.  
  
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**  
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.  
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**

**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.