

Dear Client

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

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

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

- Availability to all the Surrey 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 Surrey WI News

Yours sincerely

Kayleigh Cook  
**Tel: 01728 622030**  
**surreywi@todaymags.co.uk**  
**www.winews.co.uk**

*"Chichester Festival Theatre often uses the WI News to promote its shows and events to a very responsive and perfect market for our productions."*

(Chichester Festival Theatre)

## Key Facts

Produced Since: Sep 2005  
 Pagination: 16  
 Format: A4  
 Issued: Monthly

Example edit pages

### Keeping the past present

**Archives Workshops**

Tuesday, 13th March, Hascombe Village Hall  
Wednesday, 20th June, St. Mary's, Fitchers  
Thursday, 13th September, White Hart Barn, Gostocote  
10.30 am - 3.00 pm Cost £10.00

Coffee and Tea will be available from 10.00 am and at lunch time.

Bring your own lunch

There is a wealth of history within the archives (records) of any WI and plenty of stories to be told. To mark 2012 - The Year of the WI Archivist the Surrey Federation is putting on Archives Workshops, if you have just inherited The Secretary's box of papers, these will help you decide what to keep, how to keep it, how to use it and how to create archives for the future. A speaker from the Surrey History Centre will come and share their expertise and enthusiasm for archives and there will be a display of useful materials to use in archiving. Some of the Federation Archives will be on show plus some of the more unusual items in our care.

The sessions are intended for all members, not just Secretaries, and you are invited to bring with you any special treasure from your WI's archive.

Please check with your WI if they will pay for your ticket as you will be their representative.

Linda Oliver: Surrey Federation Archivist on behalf of the Board of Trustees

### From the Treasurer

#### Treasurer Workshop

Thursday, 22 March 2012  
10am to 12.30pm

Joan Mundy has decided to cut down on her training after many years of useful and informative workshops. On Thursday 22 March I will hold a treasurer workshop at the Federation Office from 10am to 12.30 pm. The workshop will include how to use Moodle so please bring your laptop if you want to try it yourself as we do have a wireless network at the Office. I would encourage all new Treasurers to attend, as the workshop gives you a chance to discuss all the issues about which you are unclear. The cost of the workshop is 05 per person and should be paid for by your WI.

**Raffle tickets; Some Points of Law**

Please ensure that every raffle ticket that is paid for has a chance to be drawn. If you charge £ a ticket then that ticket has as much chance as every other ticket to be drawn. If you charge £ a strip you must tear up the strip into individual tickets you cannot just put the whole strip into the basket for the draw.

This is illegal. You also cannot sell multiple tickets for less than the cost of those individual tickets e.g. 3 tickets for the price of 2. This is also illegal.

Jane Randall: Federation Treasurer

### New Speaker Auditions

One of the highlights of any WI meeting is the speaker. Usually a small sub-committee, or even a designated member, makes sure that the following years calendar is filled at least a year ahead - frequently eighteen months.

The Surrey WI Year Book is a great source of inspiration for those who are looking for a speaker. There are many categories and a wealth of choice. But how do these entries get included in the Year Book? As auditions Auditions take place three or four times a year. In various parts of Surrey and any aspiring speaker needs to be informed, vetted and approved by a panel of our Federation members. I have had the pleasure, over the last several years, of sharing the event. I would not miss it - it is enjoyable, entertaining and illuminating.

Speakers come, mainly from the South East, to present a shortened version of their intended talk. They are allowed fifteen minutes to set up, deliver the speech and take questions. In fact, it is quite difficult to pick out high lights of a talk and still keep it fluent and interesting. The audience then has the chance to write comments and give a final "yes" of "no" on each speaker.

There is a great atmosphere in the hall at auditions. Numbers in the hall vary from fifty to a hundred and there is a sense of responsibility (apart from a enjoyment) noticeable amongst our members. Everyone wants our Year Book to be of a high standard.

If you have never been to auditions, why not come along? There is a morning session (with five speakers) and an afternoon one too. For those who work, a separate evening session has been arranged. You will hear topics as varied as 'The History of the Royal Academy's "Drowning Herbs for your Kitchen"' with a singer or an airline pilot throws in. It's a good day out, believe me.

Watch out for the advert in the Surrey News and I shall look forward to seeing you there.

Geraldine Horn: Auditions are arranged by the Special Events Sub-Committee, Chairman Pauline Millborough.

### Resolution Briefing Meeting

St Mary's Church Hall  
off The Ridgeway, Fitcham KT22 9AZ  
Tuesday 17th April 2012 10.30am - 12.30pm  
Doors open at 10am

The Resolution Briefing Meeting is an opportunity for members to obtain a further and detailed insight into the Public Affairs resolution that will go forward to the 10th Annual General Meeting, which this year will be held on Wednesday, 30th May, at the Royal Albert Hall.

We trust that prior to your May meeting when you consider, debate and vote on this year's resolutions that you will join us on April 17th. If you are presenting a resolution at your WI, or you are attending the Annual General Meeting as a delegate, then this meeting could be of particular interest to you. It will include guidance on voting procedures.

Resolution Briefing meetings are interesting and always generate lively and informative discussion - so we look forward to you company on April 17th.

(Please note that WI Advisers will not be attending May meetings to guide members through the resolutions and voting procedures unless the WI was formed in the last twelve months.)

The order form is on page 15, the closing date is Friday 10th March 2012 and the cost is £2.00.

Jan Rosemary: Membership Sub-committee  
Paul Ashworth: Chairman Membership Sub-committee.

### Food Hygiene Class

Tuesday, February 20th 2012 AND Tuesday 27th February 2012  
10.00 am - 12.30 pm

Members £35.00 non-members £35.00

Study for the ROYAL SOCIETY PUBLIC HEALTH HYGIENE CERTIFICATE.

Please note that this is a two session course.

To book a place, you will find the form on Page 16, Send in ASAP to Surrey Federation Headquarters.

Betty Danvers: Joint Chairman of the Home Economics Committee.

### Bridge Taster Day

Thursday 8th March 2012  
10.30am to 3.30pm

Cost: £8.50 (which includes Lunch)

Surrey Federation Headquarters,  
6 Paris, Raiton Road, Guildford GU2 5JX

**The Bridge Taster Day is for Beginners**

Bridge, I'm told, is the greatest card game of all; it can provide an immense challenge, much enjoyment and an opportunity to meet new friends. The game is also very much in vogue now, with many devices of all ages. For those of you who can already play, or wish to brush up, we will arrange to meet another day.

Please bring a pack of playing cards, come on your own or bring a friend. I look forward to seeing you.

Beryl Dunbar: Chairman PALS Committee.

### Crafty Ladies

Surrey Federation Headquarters,  
6 Paris, Parklands, Raiton Road, Guildford, GU2 5JX  
11.00 a.m./to 3.30 p.m.

The next meeting of Crafty Ladies will be on Wednesday 7th March, 2012, when Shelly Cox will be teaching us to make ribbon bows.

Visitors will be welcome for a small fee of £3.00. However, as we meet at Surrey Headquarters, numbers are limited so please let us know if you intend to come.

If you would like to know more about Crafty Ladies, please do not hesitate to contact me.

Jane Parrett: Joint Chairman  
Home Economics Committee

Example advert pages

### Jan Day

Decorators Ltd

- Interior & exterior painting & decorating
- Reliable & honest
- Tiling
- Electrics
- Carpentry
- Blockwork
- etc

01253 86413832  
01278 112444

www.jandaydecorators.co.uk

### WEST DORSET

Confidentially furnished modern detached bungalow in delightful open setting. No. 10, Avenue Road, Dorset. 3 beds. 500 sq ft. 01302 454455 (P1 member)

### make it

Everything you need to make it yourself

www.makeit.org.uk

### WI MEMBER WISHES TO BUY

Jewellery - Silver Plate - Silver - China - Linen

01753 329454

01753 762622

### Surrey WIs in focus

That Was Christmas That Was

Oh no - complications galore

Family memories

First aid from St John Ambulance

### Little Black Dress

Wendy Davis: Editor Surrey Women Institute News.

### The Beadwork Fair

Sunday 22nd January  
The South of England Centre  
Ardingly, West Sussex, RH17 6TL

Open times: 10.00am to 4.00pm  
Early entry after 10.00am for the disabled

Admission at the door:  
Adults £5.00, Children under 16 and Students free (NLS) or other SU cards must be shown)

Entry is £4 for members of:  
The Beadworkers Guild, The Bead Society of GB, The W1 & The U3A. (Membership cards must be shown)

www.beadwork.net

### "The consequences of NOT having a Lasting Power of Attorney (LPA) do not bear thinking about!"

No one likes to think about being the ability to manage their own affairs, but the NHS estimate that over 200,000 people lack the mental capacity to make decisions for themselves due to dementia, mental health difficulties, brain injuries or other illnesses that may occur over the prime of life - it is important that you make a LPA NOW so that someone you trust can make important decisions on your behalf in the future.

Many people do not realise that even just building society or post bank accounts may be frozen if one of the account holders falls mental capacity and there is no LPA in place. Moreover if the Court of Protection appears a deputy the subsequent form can be submitted. £8 enabled by a piece of paper - a LPA!

Tracy Thomas  
151 Theale Rd, London Road, 2nd Floor West Midlands, B71 1JY  
Telephone 01932 849 113

# 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:**  
**surreywi@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  
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**Address line 2**  
**Telephone**  
**Website**

**Header**  
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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.