

Dear Client

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

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

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

- Availability to all the West 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](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 West Kent WI News

Yours sincerely

Lorraine Ould  
 Tel: 01728 622030  
[kentwi@todaymags.co.uk](mailto:kentwi@todaymags.co.uk)  
[www.winews.co.uk](http://www.winews.co.uk)

### Key Facts

Produced Since: Apr 1996  
 Pagination: 16  
 Format: A4  
 Issued: Monthly

*"Pound for Pound, I can honestly say this is my most effective campaign to date.  
 I will continue to use this medium for many years."*

(Frank Sciabaca Chemdry Ltd)



# Monthly Advertisement Rates

All prices quoted are exclusive of VAT

	<b>1 month</b>	<b>4 months</b> (consecutive)	<b>6 months</b> (consecutive)	<b>12 months</b> (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:

**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**  
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.