

## **The Parish Link**

The *Parish Link* magazine is a not-for-profit print publication for Hanley Swan, Hanley Castle and the Wellands. There are 10 issues a year, including two double issues (July/August and December/January).

Content includes local news and stories, articles, events, reports, letters, history and issues, parish council information, people and business profiles, and other items of interest together with church services and advertising.

All editorial, design, distribution, advertising and finance functions are carried out by volunteers in Hanley Swan, Hanley Castle and the Wellands and are very much a local team effort.

### **When is it published?**

Each issue is scheduled to be published at the end of the month. For example the May issue will normally be published at end April, the December/January double issue at end November.

### **How to subscribe**

The 2023 subscription rate is £6 (or pro rata if you subscribe part way through the subscription year). This entitles you to 10 issues of the magazine, delivered directly to your door locally.

To subscribe please contact email [hanwelparishlink@gmail.com](mailto:hanwelparishlink@gmail.com) and we will organize one of our volunteers to take payment and deliver your copies.

In January your local volunteer deliverer will contact you and request subscription payment for the new subscription year, which begins with the February issue.

### **Can I buy copies separately?**

Copies can be purchased at 70p per copy from the Hanley Swan village store or the Welland village store.

### **Contributing to the magazine**

We welcome contributions, from a few sentences to full articles. Your copy and any accompanying artwork, photographs, etc. should be emailed to [hanwelparishlink@gmail.com](mailto:hanwelparishlink@gmail.com) by the 15<sup>th</sup> of the month for inclusion in the following issue. Copy should preferably be submitted as a Word document attached to an email.

Please supply your name and address. We prefer to attribute articles and certain other pieces, so let us know if you prefer your name not to be published.

We will edit your contribution and check for sense, conciseness, spelling and punctuation, etc. There may be occasions we hold back non-time-sensitive contributions to a following issue, and inclusion in the magazine is at the discretion of the editor.

Photographs, maps or diagrams can enhance your contribution. Please seek permission from the copyright owner for us to reproduce any that are not your original work. Photographs should have a resolution of at least 1000 kB (1 MB).

The opinions expressed in the magazine are those of the author/s.

The editor is happy to answer any queries you may have - just email [hanwelparishlink@gmail.com](mailto:hanwelparishlink@gmail.com)

### **Advertising**

We welcome advertising in the *Parish Link*. Email us at [hanwelparishlink@gmail.com](mailto:hanwelparishlink@gmail.com)

### **Subscribers**

The *Parish Link* is a subscription based, print magazine. Currently c.550 copies are delivered directly to our subscribers' doors in Hanley Swan, Hanley Castle and the Wellands. It is also read beyond the subscription base and copies are available to purchase separately at the Hanley Swan and Welland village stores. The magazine is often the first source residents go to when looking for a local trade or service.

### **Advertising sizes and rates**

The table below shows the sizes and rates for a full year.\*

<b>Size</b>	<b>B&amp;W</b>	<b>Colour</b>
1/8 page: 69 mm (w) x 45 mm (h)	£45	£62.50
1/4 page: 69 mm (w) x 92 mm (h)	£90	£125
1/4 page: 138 mm (w) x 45 mm (h)	£90	£125
1/2 page: 138 mm (w) x 92 mm (h)	£180	£250
Full page: 138 mm (wide) x 186 mm (h)	£360	£500

*\*The full year of 10 issues starts with February and ends with the December/January double issue.*

We are also happy to accept one-off or multi-issue advertisements. Just email us at [hanwelparishlink@gmail.com](mailto:hanwelparishlink@gmail.com) and we will give you a price.

We accept flyer inserts only in special cases.

### **Societies, clubs, institutes and places of worship**

Societies, clubs, institutes and other non-commercial organizations in the Hanleys and the Wellands can promote their locally held meetings and events free of charge. If we are not able to include any artwork you supply us, we will type your local event within the magazine as we see fit, taking care to include the key information. Events in neighbouring villages will be considered on a case-by-case basis at the discretion of the editor.

### **Advertising payment**

Once your booking has been received, we will email you an invoice. Payment is due in advance of publication. We accept payment by cheque, BACs and online banking.

**Advertising copy date**

All artwork for advertisements must be emailed to [hanwelparishlink@gmail.com](mailto:hanwelparishlink@gmail.com) by the 15<sup>th</sup> of the month before the month of publication.

**Artwork and instructions**

All artwork must be emailed to us in the correct size for the advertisement booked and as a high resolution jpg or pdf. We are unable to accept incorrectly sized artwork. When emailing your artwork to [hanwelparishlink@gmail.com](mailto:hanwelparishlink@gmail.com) please re-confirm the size of advertisement you have booked and whether it is to be printed in black-and-white or colour.

**Advertising legal and technical**

- The *Parish Link* reserves the right to place and change the position of an advertisement in the magazine and not to publish an advertisement for legal, non-payment, space or any other reasons.
- Artwork emailed to the *Parish Link* should not contain software viruses or any other computer code, files or programs designed to interrupt, damage, destroy or limit the functionality of any computer software or hardware or telecommunications equipment, and should not be corrupted. It must not be password protected.
- The advertisement supplied by the advertiser or their agent to the *Parish Link* must conform to all the relevant legislation, and information supplied by the advertiser in connection with the advertisement must be accurate, complete and true.

**Contact us**

We are happy to answer any advertising queries you may have - just email us at [hanwelparishlink@gmail.com](mailto:hanwelparishlink@gmail.com)