

The Wriggle Valley Magazine

email wrigglevalleymag@aol.com

website: wrigglevalleymagazine.co.uk



Introduction

The magazine is now in its 28th year, having started life as a simple Church magazine for the former Wriggle Valley Benefice. It has gradually evolved into a community news magazine for the villages and hamlets located in the valley of The River Wriggle i.e. Batcombe, Chetnole, Stockwood, Hermitage, Hilfield, Leigh, Ryme Intrinseca, Yetminster, Melbury Bubb, Hamlet with Beer Hackett being added October 2015.

The management committee, village representatives [collectors of news items, photos, announcements, activity reports etc] and distributors – in total about 70 volunteers – combine to produce and deliver the WVM on a regular basis, rain or shine throughout the year. The magazine is **free of charge**, however modest donations are always welcome.

At the beginning of each month [except in January and September] WVM volunteers deliver approx. 1300 copies of the magazine to all residencies in the valley - i.e. **10 issues per year, including two double issues for August/September and December/January**. Some former residents receive their copy in return for a small charge to cover postage, and the magazine can be read on-line, on our website wrigglevalleymagazine.co.uk

Advertising

Our aim is to provide an attractive, informative community magazine “for the people, by the people”, and to cover the cost of production and printing by offering a **low-price advertising platform** to local businesses and service providers. **Advertising income is the life-blood of the magazine**. We make no attempt to compete with professional trades & services directories, and endeavour to keep advertising pages to about 1/3 of the total content. Subject to space being available, new advertisers are

invited to write up to 250 words introducing their business or services.

The location of advertisements in the magazine can vary from month to month at the Editor's discretion.

In December 2014, the magazine format was upgraded to full colour, still keeping its familiar, original A5 page size.

ADVERTISING RATES & SIZES

1/6th A5 PAGE

Dimensions: 62mmW x 62mmH

Rate for 12 months cycle: **£110**

for a single advert: **£25 for one issue**

Extra charges:

for set-up artwork: **£10**

for occasional changes: **£25**

1/3rd A5 LANDSCAPE or 1/3rd A5 PORTRAIT

Dimensions

128mmW x 61mmH or 62mmW x 125mmH

Rate: **£220 for 12 months cycle**

for a single advert: **£50 for one issue**

Extra charges:

for set-up artwork: **£15**

for occasional changes: **£50**

TO PLACE AN ADVERT

Either

Advertisers send own artwork [in **jpeg** format] as an email attachment

Or

Advertisers email words and ideas for a new advert to:

Gordon Ratcliffe, WVM Advertising Coordinator,

Email: gojan@btinternet.com; tel: 01935 872996;

Artwork will be prepared by our Editor for the advertiser's approval, prior to publishing a new advert.

A new advertiser will receive an invoice for payment in advance of publication, for a full year starting in December, or pro-rata if starting in any other month.

Existing advertisers can simply confirm that they wish to renew and await a renewal invoice from the Treasurer.

PREPAYMENT

Payment must be received before the 12th of the month prior to publication.

Either: on line to our bank account at NatWest, Sherborne Sort Code 60-19-12 a/c no. 68951612;

Or: by cheque payable to Wriggle Valley Magazine and posted to: R C Barfoot, Treasurer, The Wriggle Valley Magazine, Mallows House, Church Street, Yetminster, Dorset DT9 6LG.

WVM Management Committee:

Chairman: Graham Plaice;

Secretary: Judith Palmer;

Editor, Production & Design: Bella Neate-Clegg;

Treasurer: Rob Barfoot;

Distribution: Stan Darley;

Advertising/Villages Liason: Gordon Ratcliffe