

Application by inSPIRE Magazine (Derry Hill and Studley Matters) to Calne Without Parish Council

Scope of the magazine

The paper magazine is delivered free of charge to all dwellings in Derry Hill and Studley as well as the pubs, church and Lansdowne Hall 4/5 times a year. The circulation has recently increased to 670 to take in newly occupied houses in Bowood Gate. Other months we email out the magazine to about 240 addresses. In all we create 10 magazines a year, December / January and July / August being double months.

Finance

A normal edition of 40 pages, 670 off, fully colour costs about £560. Our income is almost exclusively from advertising, with occasional one-off donations such as from the Fete committee and Parish Council. The bank account is separate from Christ Church's and we do not expect any subsidy from them unless they are advertising something exceptional. The reason we only print 4/5 copies a year is financial. Our advertising income is in the region of £3200

Content

We encourage all groups and organisations in the villages to contribute interesting content to the magazine, some are better at this than others! Straight forward advertising is paid for, but promoting for events held by such voluntary organisations are normally free unless it is deemed as an 'advert', rather than straight news. This is sometimes a difficult decision and we try where at all possible not to charge any group in the villages. Our mission is to encourage community cohesion by the dissemination of news from voluntary groups as well as articles of local interest.

Staffing

All the staff are volunteers. We have an editor, assistant editor, advertising coordinator, proof reader and webmaster / compositor. In addition, we have two main distributors who take the magazine out to 21 sub (street) distributors.

Application for funding

We very much hope that the Parish Council news will continue to feature in the magazine as part of their effort to reach all of the parishioners in Derry Hill and Studley.

As a guide it is anticipated that the average input from the council will be in the region of two sides of A5 (some 750 words) each month. If this were normal advertising, it would equate to £360 a year. Obviously, some months there might be nothing and other times a lot more.

So, on behalf of the magazine I would like to apply for £360.

Richard Ayles **Editor 18th January 2023**