

## **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 5/6 times a year. The circulation is now 650. Other months we email out the magazine to about 270 addresses. In all we create 10 magazines a year, December / January and July / August being double months.

### **Finance**

A normal edition of 48 pages, 650 off, fully colour will cost from this March 2025, £645. Occasionally this might run to 52 pages with an expected cost of £700. Our income is almost exclusively from advertising, with welcome one-off donations 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 5/6 copies a year is financial. Finances permitting, we aim to print 6 of our 10 editions this year. Our predicted advertising income is in the region of £3400. We are putting up the advertising rates from 1/4/25 to try and off-set the printing cost increase. Because our printing costs have just gone up, 6 copies per annum will now cost between £3870 / £4200. Last year the Derry Hill and Studly Fete kindly donated £200 and the Parish Council £360.

### **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, advertising coordinator, proof reader and webmaster / compositor. In addition, we have two main distributors who take the magazine out to 21 sub (street) distributors. All unpaid.

### **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 £400 a year at the new rates. 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 £400.

Richard Ayles **Editor 15<sup>th</sup> February 2025**