

## HARE KRISHNA MELBOURNE *FOLK NEWS* INFORMATION FOR ADVERTISERS 2027

### WHAT WE DO

**FOLK news** is designed to promote Krishna-conscious philosophy and lifestyle, in accordance with the teachings of our Founder-Acharya - His Divine Grace A. C. Bhaktivedanta Swami Prabhupada - and the directions of ISKCON's Governing Board Commission.

We provide a forum where Krishna-consciousness can be shared, and businesses run by devotees can be supported. Paid advertising may be accepted – at the Editor's discretion - from applicants who are generally recognised as regular contributors to our community. Our content focusses on:

- explaining the significance of Temple festivals to our readers and encouraging their participation in these events.
- providing news and updates of local projects and events of interest to our devotional community.

***We welcome Krishna conscious articles, photo-essays and games from local devotees of all ages.***

### NEED TO KNOW

**FOLK news** is published 3 times a year by the Friends of Lord Krishna (FOLK) committee, to coincide with **Melbourne Temple festival seasons.**

- Advertising, graphic design and editing are managed by Rasanandini Dasi ([rasanandini@iskcon.net.au](mailto:rasanandini@iskcon.net.au)).
- Invoicing is managed by Rama Bhushana Dasa ([rama.bhusana.das@iskcon.net.au](mailto:rama.bhusana.das@iskcon.net.au))

Our current circulation is over 7,000 congregational households

### PUBLICATION SCHEDULE

Since Temple festivals follow a lunar calendar, the months that the magazine covers vary each year.

In **2027** the months covered are:

- **GAURA PURNIMA season:** January-April (4 months), issue published from **MONDAY JANUARY 25, 2027**. This may vary depending on our printer's Christmas break dates (yet to be confirmed).
- **JANMASTAMI season:** August-September (2 months), issue published from **MONDAY JULY 12, 2027**
- **DIWALI season:** October-January (4 months), issue published from **MONDAY SEPTEMBER 20, 2027**

We publish both online and in print. **Paid advertising is available in our print edition only.**

## ADVERTISING DEADLINES

Full pre-production for FOLK news takes 15 weeks. *Advertising deadlines* fall 12 weeks before the first festival of the season.

**Our 2027 advertising deadlines** are:

- **2027 GAURA PURNIMA season:** **FRI NOVEMBER 27, 2026**. This may vary depending on our printer's Christmas break dates (yet to be confirmed).
- **2027 JANMASTAMI season:** **FRI MAY 21, 2027**
- **2026 DIWALI season:** **FRI JULY 30, 2027**

## ADVERTISING SPACE, CHARGES & BILLING

Just under ½ of our magazine is allocated to discretionary content. Our maximum advertising space is 4 ¼ pages. Currently our ongoing advertisers claim 1 ¾ pages. The remainder of the magazine is devoted to essential content like Temple and community information.

### CHARGES

|                    | <b>1 page (197W x 265mm. H)</b> | <b>½ page (197W x 132mm. H)</b> | <b>¼ page (197W x 61mm. H)</b> |
|--------------------|---------------------------------|---------------------------------|--------------------------------|
| <b>Full Colour</b> | \$880 incl. GST                 | \$440 incl. GST                 | \$220 incl. GST                |

- Please email your billing address to Rama Bhushana Dasa ([rama.bhusana.das@iskcon.net.au](mailto:rama.bhusana.das@iskcon.net.au)), with a copy to Rasanandini Dasi ([rasanandini@iskcon.net.au](mailto:rasanandini@iskcon.net.au)). You will receive your invoice from our Treasurer soon after publication.

**PRINT EDITION LAYOUT:**

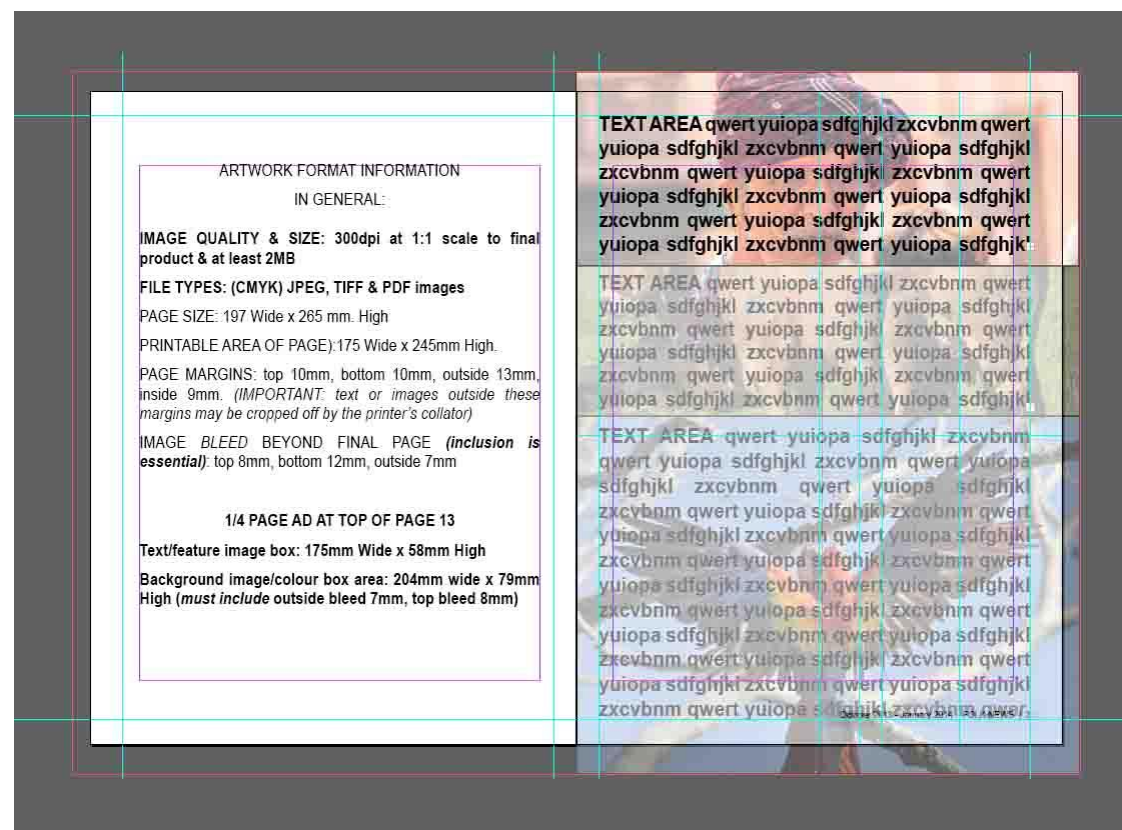
**24 pages, PAGE SIZE** is 197 Wide x 265 mm. High

**PRINTABLE AREA** is 175 x 245mm. Margins are: top 10mm, bottom 10mm, outside 13mm, inside 9mm.

CURRENTLY **PAID ADVERTISING** IS ON THE PAGES MARKED WITH **RED**

|                                              |                               |                                                        |                                   |                            |                                 |                              |                                                     |                                                             |                                                                       |                                             |                                             |                                                         |
|----------------------------------------------|-------------------------------|--------------------------------------------------------|-----------------------------------|----------------------------|---------------------------------|------------------------------|-----------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------------------|
| Page 1<br>feature<br>article                 | Page 2<br>index,<br>editorial | Page 3<br>Feature<br>article 2                         | Page 4<br>Food<br>for life<br>ads | Page 5<br>Story<br>(cont.) | Page 6<br>Festival<br>schedules | Page 7<br>Story<br>(cont.)   | Page 8<br>Vaisnav<br>a<br>Calendar<br>(all<br>year) | Page 9<br>Vaisnav<br>a<br>calendar<br>(only<br>Oct-<br>May) | Page 10<br>story                                                      | Page 11<br>story                            | Page 12<br>(centre)<br>Feature<br>article 3 | Page 13<br>(centre)<br>1/4 p ad<br>1/4 p ad<br>1/2 p ad |
| Page 14<br>1/4 p<br>Wedding<br>service<br>ad | Page 15<br>article            | Page 16<br>Home<br>program<br>ad<br>HK<br>Valley<br>ad | Page 17<br>How to<br>chant        | Page 18<br>Kids<br>page    | Page 19<br>Kids<br>page         | Page 20<br>Varsha<br>puja ad | Page 21<br>ISKCON<br>centres                        | Page 22<br>HK Valley<br>report,<br>Samskars                 | Page 23<br>1/4 p<br>Catering<br>service<br>ad<br>1/4 p ad<br>1/2 p ad | Page 24<br>1/4 p ad<br>1/4 p ad<br>1/2 p ad |                                             |                                                         |

## GUIDELINES FOR SENDING ARTWORK



We compose FOLK news using *InDesign* software. This allows us to adjust all the components of a page spread separately to create a clean, easy-to-read layout.

We accept your own graphics if they are of sufficient quality to print to the existing standard of our magazine.

If you do not have ready-to-print artwork, we will assist you in completing graphics for your ad.

Please submit your artwork or your ideas at least 3-4 weeks before our advertising deadlines (below).

**Image files** should be

- **300dpi** and scaled to the actual size of your ad: 197mm wide x 61mm high ( $\frac{1}{4}$  page), or x 132mm high ( $\frac{1}{2}$  page), or x 265mm high (1 page)
- Generally, a file of **at least 2Mb** is sufficient.
- Print processing for colour artwork is **CMYK**
- We prefer to work with **TIFF, PDF & JPEG** images

**THANK YOU FOR YOUR INTEREST, HARE KRISHNA**