



JOURNAL

THE BEADWORKERS GUILD 

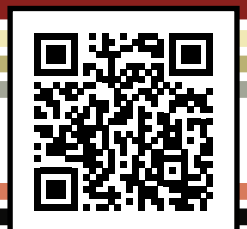
MEDIA PACK

April 2024 - March 2025

www.beadworkersguild.com

**Journal Advertising
Beadworkers Guild's Products**

Registered Charity No: 1119734



ABOUT US



The Beadworkers Guild is a charitable organisation whose main aims are to promote the enjoyment and education of beadwork. We have a large membership for whom we produce a quarterly magazine full of features, projects and reviews. Advertisers play an important part in the success of our magazine. Many

suppliers have advertised with us since the Guild began, which testifies to the success of their adverts. We have thousands of members based all over the world who are interested in all aspects of beading. Many of our members rely on the suppliers who advertise in the Journal. So if your business is beads, what are you waiting for, pick up the phone today.

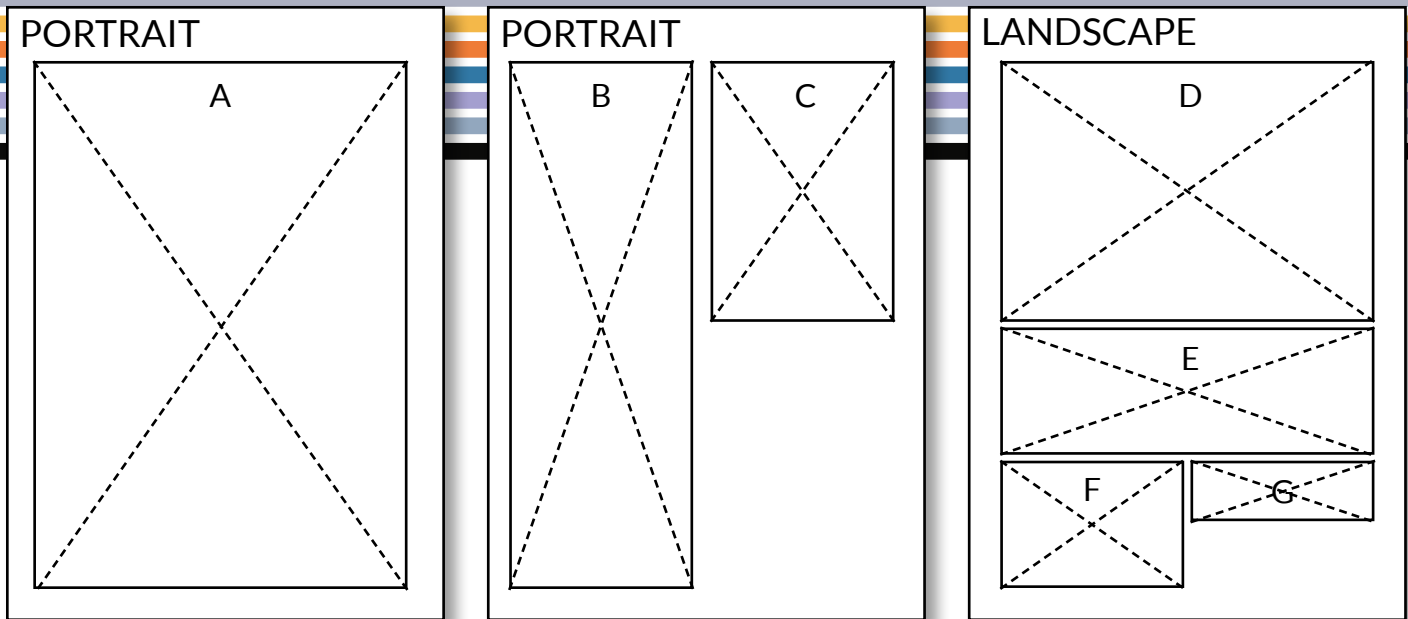
Benefits of advertising in the Journal

As well as targeting your customer base there are many other benefits to advertising with the Journal

- Discounted adverts for Beadworkers Guild members.*
- Information to keep you up-to-date with events and promotions organised by the Guild.
- A free copy of the Journal.*
- Free advertising on our shopping pages – we offer free space on our shopping pages for suppliers who have new and interesting products to promote*.
- Competitions & Giveaways – why not make a real splash on our shopping pages and donate your products for a competition or free giveaway?
- Free shop review – in every issue we dedicate a whole page to a supplier and review their business whether shop or internet based (This is open to quarter page adverts and above or eighth page adverts and above that have renewed at least once).*
- Free book reviews – got an exciting new publication arriving? Why not promote it with a free review?
- Specialist Feature – do you have specialist knowledge in a particular area of beading or a particular beading product? If so we would be very interested in hearing from you. We are always looking for interesting features for our members and it's another way of getting free publicity for your business.
- Beading projects – do you design kits, projects or patterns? Then why not discuss designing a project for the Journal with us to promote your business?
- Biggest beading event in the country – The Beadworkers Guild organises the biggest beading event every May in Daventry. Attendance by traders at our annual Bazaar is by invitation only and the first invitations go to our advertisers. If any tables are left unsold then non-advertisers will be invited.
- We provide a free link on our website to all Journal advertisers' websites.

** Available to block bookers only. See page 4 for details.*

ADVERT SPECIFICATIONS



PORTRAIT

A	Full page	184 x 260mm
B	Half page	90 x 260mm
C	Quarter page	90 x 128mm

LANDSCAPE

D	Half page	184 x 128mm
E	Quarter page	184 x 62mm
F	Eighth page	90 x 62mm
G	Sixteenth page	90 x 29mm

Design

FULL DESIGN SERVICE

You are welcome to submit your own advert artwork, please see requirements below. However, if you need help we can design an advert for you. Please ensure you own all images used in your advert or they are copyright free. The Beadworkers Guild will not be held responsible for any copyright infringement.

DESIGN ALTERATIONS

If we do design your advert and you block book an advert for four issues you may make minor changes to your advert for each issue for no extra charge i.e. changing a photo or contact details. If you need to make further alterations then we reserve the right to charge a small design fee.

SUBMITTING FILES

All files should be submitted in 300dpi resolution for printing and CMYK colours. Acceptable file formats are jpeg, tiff, eps or pdf. We can accept Word documents but please be aware that as the text is not embedded in this type of file we cannot guarantee an exact duplication.

No Publisher files please.

Please see our Advert Creation Guide for more help and info.

Dates & Deadlines

COPY DEADLINE

15th February

15th May

15th August

15th November

PUBLISHING DATES

13th April

13th July

13th October

13th January

We produce four magazines a year and our annual membership starts on
1st April each year.

JOURNAL ADVERTISING & DESIGN RATES

To book your adverts please complete this Google form
<https://forms.gle/KUnwh2pujapaMgkY9>

Pay for four adverts in advance and only pay for three!

This can start with any issue, it does not have to be at the beginning of a membership year.
 You may also send us a new advert for each issue or for a small charge we can make changes for you.

	Non BWG member	*BWG Member 10% discount
Full page	£825.00	£742.50
Half page	£561.00	£505.00
Quarter page	£330.00	£297.00
Eighth page	£198.00	£178.00
Sixteenth page	£115.50	£104.00

SINGLE ISSUE AD RATE

Full page	£275.00	Eighth page	£66.00
Half page	£187.00	Sixteenth page	£38.50
Quarter page	£110.00		

YOUR COST CALCULATOR

Advert Fee	£ 396.00
VAT@20%	£ 66.00
TOTAL	£ 396.00

YOUR COST CALCULATOR

Advert Fee	£
VAT@20%	£
TOTAL	£

PAYMENT TERMS

Please note that payments for adverts must be made in advance of the Journal going to print. Non-payment may result in your advert not appearing in that issue. Payment dates for issues can be seen below. Payment for late/last minute bookings after the cut-off date must be made the same day as booking.

ALL RATES ARE SUBJECT TO 20% VAT
(Don't forget to add the VAT to your booking form!)

PAYMENT DEADLINE

April Issue 12th March

July Issue 4th June

October Issue 3rd September

January Issue 3rd December

International Advertisers

PRICING AND VAT RULES:

Advertising rates are the same as above and you will be invoiced in pounds sterling via Paypal where you can choose your preferred currency of payment.

VAT non-UK advertisers (business): VAT will not be charged. However EU businesses will need to pay VAT in their own country. Please supply your VAT number if you are registered in the EU and our invoice will include the statement "this invoice is subject to the reverse charge".

VAT non-UK advertisers (individual): VAT would be charged at the current rate.

Are you a maker or micro business?

Advertise your website or Etsy store in our listings section!

A listing costs is £25 (+VAT) per listing per issue or £75 (+VAT)

If you book for 4 issues (buy 3 get one free!).

Payment is needed in advance of the magazine going to print.

The listing will include:

- an image or logo - square •
- Your name or business name •
- One line that sums up your business •
 (max 5 words; eg Beading patterns & kits, or Handmade cabochons)
- Website address •
- Email address •

To book your adverts please complete this Google form
<https://forms.gle/KUnwh2pujapaMgkY9>



Contact Details

ADVERTISING

FEATURES & PROJECTS

PRODUCTS & REVIEWS

BEAD BAZAAR

Violetta Pretorius Email: TraderSupport@beadworkersguild.com Tel: 07964 164 731

Rowena Henderson, Email: JournalEditor@beadworkersguild.com, Tel: 07837 191 531

Beth Newton, Email: DeputyEditor@beadworkersguild.com, Tel: 07758 252 823

Contact the office, Tel: 07837 649 712

BWG PRODUCTS



The Beadworkers Guild has produced a number of books, which are available to traders at a discount price for resale purposes. Please see details below

BOOKS PUBLISHED BY THE BEADWORKERS GUILD - TRADERS DISCOUNT PRICES

Discount prices are available for traders to resell our publications at the retail prices shown below. All prices are shown exclusive of carriage, which is charged at cost.

(If you would like to collect at a show, please send your order to the office at least 1 week prior to the show we are attending)

- 0% VAT applies to all publications
- An invoice will be sent with the goods or by email shortly after delivery.
- All invoices should be paid within **30 days**.

CONTACT DETAILS:

Email: enquiries@beadworkersguild.com Tel: 07837 649 712

PUBLICATION TITLE	No. of Books	Discount price per book	Retail price per book
INTRODUCTION TO BEADWORK SERIES			
3 titles: Bracelets, Necklaces, and Earrings (A5 ringbound books with detailed patterns and techniques)	1 to 9	£6.00	£7.50
	10+	£4.50	£7.50
BEGINNERS BEADING SERIES			
2 titles: Basics 1 (beadweaving) and Basics 2 (bead stringing) (A5 pamphlet books)	1 to 9	£1.60	£2.00
	10 +	£1.20	£2.00
THE BEADWORKERS GUILD BOOK OF MINI PEOPLE - SUGAR PLUM FAIRY & FRIENDS			
Paperback book with detailed patterns and techniques	1 to 9	£8.00	£10.00
	10 +	£6.00	£10.00
GIFTS GALORE			
Paperback book with detailed patterns	1		£6.00
	2		£10.00
THE WONDERFUL WORLD OF BEADWORK			
Celebrating 20 years of the Beadworkers Guild. A 112 page book full of patterns and techniques	1		£20.00
ART DECO			
27 projects ranging in complexity from beginner upwards, as well as basic stitch instructions, all inspired by the Art Deco movement	1		£30.00

DEFINITIONS TERMS AND CONDITIONS OF BUSINESS OF BEADWORKERS GUILD

The following expressions shall have the following meanings:

- 1.1 "Agent" means BEADWORKERS GUILD;
- 1.2 "Client" means any person who purchases Services from the Agent;
- 1.3 "Proposal" means a proposal, application, quotation or other similar object describing the agency Services;
- 1.4 "Services" means the agency as described in the Proposal;
- 1.5 "Fee" means the monies due to the from the Client for providing the Services;
- 1.6 "Intellectual Property Rights" means any patent, trademark, service mark, registered design, copyright, design right, right to or exploit information from a database, database rights, know-how, confidential information or process, any application for any of the above, and any other Intellectual Right in any part of the world whether or not presently existing or applied for;
- 1.7 "Terms and Conditions" means the terms and conditions of supply of Services as set out in this document and any subsequent and conditions agreed in writing by the Agent;
- 1.8 "Agreement" means the contract between the Agent and the Client for the provision of the Services incorporating these Terms and Conditions;

2 GENERAL

- 2.1 These Terms and Conditions shall apply to the Agreement for the supply of Services by the Agent to the Client and shall any other documentation or communication between parties.
- 2.2 Any variation to these Terms and Conditions must be agreed in writing by the Agent.
- 2.3 These Terms and Conditions shall be attached to any Proposal and signed and returned to the Agent by the Client.
- 2.4 Nothing in these Terms and Conditions shall prejudice any condition or warranty, express or implied, or any legal remedy to which the Agent may be entitled in relation to the Services, by virtue of any statute, law or regulation.
- 2.5 The Agency acts as a principal at law and not as the agent of the Client in all its dealings with third party suppliers and shall be responsible to such parties for payment of their fees/invoices.

3 PROPOSAL

- 3.1 The Proposal is attached to these Terms and Conditions.
- 3.2 The Proposal shall remain valid for acceptance for a period of 1 or 4 issues depending on agreement.
- 3.3 The Proposal must be accepted by the Client in its entirety.
- 3.4 The Agreement between the Agent and the Client, incorporating these Terms and Conditions, shall only come into force when the Agent confirms acceptance in writing to the Client.

4 SERVICES

- 4.1 The Services are as described in the Proposal.
- 4.2 Any variation to the Services must be agreed by the Agent in writing.
- 4.3 The Services shall commence and on the dates specified on the Proposal unless terminated according to the terms of this Agreement.

OR

The Services shall commence on the date specified on the Proposal and continue until terminated by either party giving not less than 3 months notice in writing or unless terminated according to the terms of this Agreement.

4.4 Dates given for the commencement of the Services are estimates only and not guaranteed. Time for commencement shall be of the essence of the Agreement and the Agent shall not be held liable for any loss, damages, charges or expenses caused directly or indirectly by any delay in the Services.

4.5 The Client appoints the Agent as provider of advertising agency services in respect of the Services plus any other brands launched or acquired by the Client which the parties agree should be covered by this Agreement.

5 PRICE AND PAYMENT

- 5.1 The Fee is as specified in the Proposal and is inclusive of [VAT and] any other charges as outlined in that document.
- 5.2 The terms for payment are as specified in the Proposal.
- 5.3 The Client hereby agrees to reimburse the Agent in respect of all reasonable travel, subsistence and courier expenses incurred by the Agent in performing the Services, and in respect of any other reasonably incidental, provided they are approved in advance by the Client.
- 5.4 The Client shall pay all reasonable legal fees related to the creation of the Advertising as well as production, licensing and for use and shall pay all other third party costs (including licensing and performer fees) associated with producing the Advertising provided they are approved in advance by the Client.
- 5.5 The Client must settle all payments for Services within 1 week from the invoice date.
- 5.6 The Client will pay interest on all late payments at a rate of 20% per annum above the base lending rate.
- 5.7 The Agent is also entitled to recover all expenses incurred in obtaining payment from the Client where any payment due to the Agent is late.
- 5.8 The Client is not entitled to withhold any monies due to the Agent.
- 5.9 The Agent is entitled to vary the price to take account of:
 - 5.9.1 any additional Services requested by the Client which were not included in the original Proposal;
 - 5.9.2 any additional work required to complete the Services which was not anticipated at the time of the Proposal;
 - 5.9.3 any reasonable increase in hourly, if applicable;and any variation must be intimated to the Client in writing by the Agent.

6 SUB CONTRACTS

- 6.1 The Agent shall monitor all production companies and suppliers to whom work is allocated on a sub contracting basis to ensure that:
 - 6.1.1 all deadlines are met and that all budgets are not exceeded;
 - 6.1.2 all necessary consents, clearances and licences are obtained;
 - 6.1.3 all necessary consents, clearances and licences are obtained in respect of copyright and any other rights performances, music and all other constituent elements of the advertising as defined in the description of the Services;
 - 6.1.4 all artists are properly contracted for, repeats and/or buy-outs.

7 CLIENT OBLIGATIONS

- 7.1 The Client agrees to cooperate with the Agent and shall provide any support, information and facilities to the Agent as may be required.
- 7.2 The Client agrees to refrain from indirectly recruiting any person employed or engaged by the Agent for the purpose of providing the Services for a period of six months following completion of the Services.
- 7.3 The Client shall nominate a named to whom all requests for approval should be sent by the Agent.
- 7.4 The Client's written approval of copy or artwork will be the Agent's authority to buy production materials and prepare proofs. The Client's written approval of television, cinema and radio scripts and/or will be the Agent's authority to enter into production agreements and to engage performers.

8 AGENT OBLIGATIONS

- 8.1 The Agent shall supply the Services as specified in the Proposal.
- 8.2 The Agent shall perform the Services with reasonable skill and care and to a reasonable standard and in accordance with recognised codes of practice and statutory obligations.
- 8.3 The Agent shall not have the authority or any obligations to other employees or subcontractors but undertakes to notify the Client of any significant changes to personnel.
- 8.4 The Agent will maintain appropriate documentation in accordance with industry practice.
- 8.5 The Agent shall comply with all regulations and statutory obligations regarding the use and storage of information relating to the Client.

9 INTELLECTUAL PROPERTY

9.1 Any Intellectual Property Rights created as a product of the Services shall remain the property of the Agent.

9.2 On termination of this Agreement and subject to payment of all monies due to the Agent under it, the Agent shall, in of the payment of £1.00, assign absolutely to the Client all intellectual property rights in all advertising created by the Services, to the extent that such intellectual property rights are vested in the Agent.

9.3 The Client shall provide the Agent with copies of all trade marks and other intellectual property that represents the business of the Client which are to be included in the performance of the Services. The Client hereby grants the Agent a royalty free licence to use, copy and reproduce such trade marks and for the purpose of developing the advertising created by the Services.

9.4 The Agent will use all reasonable efforts to obtain all copyright and a waiver of moral rights in respect of work acquired from third parties but it cannot undertake that in all cases it will be able to do so. In the event that the Agent is unable to obtain copyright or a waiver of moral rights in respect of such work the Agent shall inform the Client before any appropriate agreement is entered into.

9.5 The Client agrees that on termination of this agreement the Agent shall be entitled to use the advertising products created by the Agent solely for its own internal and external promotional purposes.

10 CONFIDENTIALITY

10.1 The parties agree to keep all confidential information in relation to the business of the other confidential during and after the term of the Agreement. This clause 10.1 will not apply to:

10.1.1 information in the possession of the recipient party before the disclosure under this Agreement took place;

10.1.2 information obtained from a party who is free to disclose it;

10.1.3. information which a party is required by law to disclose.

11 TERMINATION

11.1 The Agreement shall continue until the Services have been provided in terms of the Proposal or any subsequent date as agreed in writing by both parties or until terminated by either party in accordance with these Terms and Conditions.

11.2 The Client may terminate the Agreement if the Agent fails to comply with any aspect of these Terms and Conditions and this failure continues for a period of 4 weeks after notification of non-compliance is given.

11.3 The Agent may terminate the Agreement if the Client has failed to make over any payment due within 4 weeks of the sum being requested.

11.4 Either party may terminate the Agreement by notice in writing to the other if:

11.4.1 the other party commits a material breach of these Terms and Conditions and, in the case of a breach capable of being remedied, fails to remedy it within a reasonable time of being given written notice from the other party to do so; or

11.4.2 the other party commits a material breach of these Terms and Conditions which cannot be remedied under any circumstances; or

11.4.3 the other party passes a resolution for winding up (other than for the purpose of solvent amalgamation or reconstruction), or a court of competent jurisdiction makes an order to that effect; or

11.4.4 the other party ceases to carry on its business or substantially the whole of its business; or

11.4.5 the other party is declared insolvent, or convenes a meeting of or makes or proposes to make any arrangement or composition with its creditors; or a liquidator, receiver, administrative receiver, manager, trustee or similar officer is appointed over any of its assets.

11.5 In the event of termination the Client must make over to the Agent any payment for work done and expenses incurred up to the date of termination.

11.6 Any rights to terminate the Agreement shall be without prejudice to any other accrued rights and liabilities of the parties arising in any way out of the Agreement as at the date of termination.

12 STATEMENTS

12.1 The Client and the Agent agree to:

12.1.1 inform each other immediately if any claim, statement or representation in any copy to be published is, or is likely to be defamatory, in breach of copyright, in breach of the terms of any Act or provision of law, or is in any other way unlawful;

12.1.2 inform each other without delay if it considers any claim or trade description in any copy is false or misleading in relation to the product or service to be advertised.

13 WARRANTY

Both parties warrant their authority to enter into this Agreement and have obtained all necessary approvals to do so.

14 LIMITATION OF LIABILITY

Nothing in these Terms and Conditions shall exclude or limit the liability of the Agent for death or personal injury, however the Agent shall not be liable for any direct loss or damage suffered by the Client or any third party howsoever caused, as a result of any negligence, breach of contract or otherwise in excess of the sum insured under the professional indemnity insurance policy held by the Agent in the insurance year in which the Client's claim is first notified.

15 INDEMNITY

The Client shall indemnify the Agent against all claims, costs and expenses which the Agent may incur and which arise directly or indirectly from the Client's breach of any of its obligations under these Terms and Conditions.

16 FORCE MAJEURE

Neither party shall be liable for any delay or failure to perform any of its obligations if the delay or failure results from events or circumstances outside its reasonable control, including but not limited to acts of God, strikes, lock outs, accidents, war, fire, breakdown of plant or machinery or shortage or unavailability of raw materials from a natural source of supply, and the party shall be entitled to a reasonable extension of its obligations.

17 ASSIGNMENT

The Client shall not be entitled to assign its rights or obligations or delegate its duties under this Agreement without the prior written consent of the Agent.

18 THIRD PARTY RIGHTS

Nothing in these Terms and Conditions intend to or confer any rights on a third party.

19 SEVERANCE

If any term or provision of these Terms and Conditions is held invalid, illegal or unenforceable for any reason by any court of competent jurisdiction such provision shall be severed and the remainder of the provisions hereof shall continue in full force and effect as if these Terms and Conditions had been agreed with the invalid, illegal or unenforceable provision eliminated.

20 WAIVER

The failure by either party to enforce at any time or for any period any one or more of the Terms and Conditions herein shall not be a waiver of them or of the right at any time subsequently to enforce all Terms and Conditions.

21 NOTICES

Any notice to be given by either party to the other may be served by email, fax, personal service or by post to the address of the other party given in the Proposal or such other address as such party may from time to time have communicated to the other in writing, and if sent by email shall unless the contrary is proved be deemed to be received on the day it was sent, if sent by fax shall be deemed to be served on receipt of an error free transmission report, if given by letter shall be deemed to have been served at the time at which the letter was delivered personally or if sent by post shall be deemed to have been delivered in the ordinary course of post.

22 ENTIRE AGREEMENT

These Terms and Conditions supersede any previous agreements, arrangements, documents or other undertakings either written or oral.

23 GOVERNING LAW

These Terms and Conditions shall be governed by and construed in accordance with the law of [England or Scotland] and the parties hereby submit to the exclusive jurisdiction of the [English or Scottish] courts.