

**BOOKS COUNCIL OF WALES**

No.
Panel

APPLICATION FORM  
ENGLISH-LANGUAGE PUBLISHING GRANTS

**SMALL LITERARY MAGAZINES / PRESSES**

TITLE	EDITOR
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NAME OF CONTACT	PUBLISHER	
POST (IF RELEVANT)	ADDRESS	
	POST CODE	
PHONE	PHONE	e-mail
e-mail	PRINTER	

No. of issues per year	Print run	Retail price
Publication dates		
No. of pages	Size of page	No. of colours - cover inside
Who will be/was responsible for design?		

<b>COSTS OF ONE ISSUE ON AVERAGE</b>	£
Typesetting, printing and binding costs	
Payment of editor	
Payment of contributors	
Design costs	
Cost of illustrations	
Cost of photographs	
Distribution costs	
Administrative costs	
Basic marketing costs	
<b>(A) Total</b>	£

**INCOME PROJECTED FOR ONE ISSUE ON AVERAGE**

			£
	_____ copies to subscribers for	_____	_____
	_____ copies to societies etc. less	_____ %	_____
	_____ copies to retailers, less	_____ %	_____
	_____ copies to the Distribution Centre less	_____ %	_____
	_____ copies		Sub-total £ _____
Advertisements (please note details of terms)	.....		_____
Other funding (please give details)	.....		_____
			<b>(B)</b> Total £ _____

AMOUNT OF GRANT PER ISSUE  
APPLIED FOR

**(A-B=)** £

.....

\_\_\_\_\_

**EDITORIAL POLICY**

Editor:

Does the magazine have any other editorial input besides the named editor above?

Please give a statement about the editorial policy and *raison d'être* of the magazine (e.g. the type of material published, the literary aims of the magazine, the Welsh content of the magazine).

How do you select material to be published?

How is material sourced? (Do you solicit new material or simply publish the best of what is submitted)?

## STRUCTURE OF THE MAGAZINE

Please give the names and a very brief biography of the individuals involved in the editing and running of the magazine. Please indicate the role of each individual.

Please give brief details of any institutional affiliations of the magazine

Please give full details of any sources of income to the magazine besides sales revenue and WBC grants.

Please give details of any contributions in kind received by the magazine.

When was the magazine established?

How has the magazine been funded since it was established?

Do you publish regularly to a pre-advertised publishing schedule (i.e do subscribers know *when* each issue will arrive)?

## MARKETING

Please describe your target audience:

Please give details of how you make your publication known to your target audience (i.e. what marketing activities do you undertake? How regularly?)

What is your main source of new subscribers?

On average, how many new subscriptions do you receive each year?

On average, how many subscriptions lapse each year?

Do you sell many individual copies, and if so how do you reach these one-off readers?

Please give details of any future marketing activities you plan to undertake in the next 12 months.

Any other information on marketing/publicity

**NEED FOR FUNDING**

Please give details of why you need grant aid in order to publish your magazine:

**ANY OTHER INFORMATION**

Please include any other information you feel relevant to your application:

## CIRCULATION

Please complete the table below. You should give details for the last six issues if possible.

Issue No.						
Date of Publication						
Print Run						
1. Sales to Subscribers						
2. Other Sales						
3. Gratis copies						
<b>Total Circulation (1+2+3)</b>						

Signed

Date

Please return to: Dr Ashley Owen, Publishing Grants Department, Welsh Books Council,  
Castell Brychan, Aberystwyth, SY23 2JB Phone: 01970 624151  
E-mail: [english.grants@books.wales](mailto:english.grants@books.wales)