



CYNGOR LLYFRAU CYMRU
BOOKS COUNCIL of WALES

Welsh Publishing Grants

Tender for Welsh-language Magazines: 2027–31

Cyngor Llyfrau Cymru / Books Council of Wales
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Mae'r ddogfen hon hefyd ar gael yn Gymraeg
A Welsh-language version of this document is also available

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1 Introduction

The Books Council is looking for opportunities to support Welsh-language magazines of all kinds that will appeal to diverse audiences. There are opportunities for existing magazines, and we would welcome brand new ideas. If you're new to the process or to publishing Welsh-language magazines, then please contact arwel.jones@llyfrau.cymru to arrange a conversation.

2 Context

This tender is expected to be very competitive. Competition is a natural part of the process of ensuring that public money is awarded fairly, is an opportunity for new applicants to seek support, as well as being an opportunity for current titles to consider their direction and seek continued sponsorship.

However, this year, other factors mean that this could be an unusually competitive process. Whilst the budget has decreased from £380,000 to £367,000, the costs of all magazines have increased, and it is expected that new ideas will be offered. As a result, it is inevitable that there will be changes in the number and type of titles that will be supported.

It should also be kept in mind that each process is a fresh start and every tender period a new agreement, independent of the present one, and that any current agreement, in itself, doesn't give the right to a continuation of that agreement.

3 Types of Magazines

The aim of this scheme is to ensure the publication of a variety of high quality and lively magazines in Welsh. We hope to support magazines for children, young people, and adults that feature good writing and quality journalism.

We firmly believe that magazines are an important part of Welsh-language culture, and we would expect the supported magazines, as a whole, to deal with many diverse topics. As an organisation that supports books, we also see an important place for magazines to regularly review Welsh-language books relevant to their field.

4 New Ideas?

The fund is open to titles that already receive money from this budget. The Council would welcome hearing about new plans from these titles in terms of content, design, medium and frequency of publication.

However, applications for brand new magazines would also be particularly welcome. It would be possible to consider a different publication pattern during the first months in order to allow time for a new magazine to establish itself.

If you are applying to establish a brand-new magazine, then wherever the guidelines ask for evidence of past publications, you should include plans, market research, sketches, or copies of magazines in other languages that you aim to emulate.

5 Diversity

It is central to the Council's vision that Wales and Welsh-speakers are represented in all their diversity in the magazines. We define diversity to broadly mean the characteristics protected under the Equality Act 2010: race, disability, gender, sexual orientation, gender reassignment, religion or belief, marriage and civil partnership, age, pregnancy and maternity. The magazines have a means of achieving this in terms of their visual as well as written content. The tender is a great opportunity for you to share with us how you have and/or how you can contribute to that vision. Diverse content means magazines that reflect Wales as a whole, which will therefore be more interesting and likely to offer something different to the current audience and, hopefully, attract a new audience.

You will be expected to present evidence of how you operate in this area regarding internal procedures and public statements.

6 The Grant

The total budget for magazines in this tender will be £367,000 per year. This money is part of the Publication Grant which comes from the Welsh Government.

It is important that you apply for a realistic amount for achieving what is in your application.

Any offer is made subject to continued funding from the Welsh Government, and all applications are expected to have been thoroughly costed so that the initiative is sustainable within the grant applied for by the publisher.

7 The Types of Magazines Not Supported by the Grant

The scheme does not support:

- educational magazines.
- magazines of local appeal.

8 Main Factors of Importance to the Panel

Place in the market

Applicants should demonstrate how their proposal fills a gap in the provision of Welsh-language magazines at present, whether those magazines are funded through the Books Council or not.

Quality

In order to reach the above potential, the publications quality is very important. The editing is expected to be lively and thorough, and for design and production to contribute towards reaching the target audience. Therefore, the Panel will consider elements relating to editorial and production standards:

Editorial

- Editorial vision
- Editorial quality

Production

- The visual quality of the most recent issues
- The production standards of the most recent issues
- We will enquire here about your attitude towards the use of Artificial Intelligence, and when to use and refrain from using it, regarding editorial, creative and administrative work.

Sales

Applicants must report on sales over the current tender period, in terms of subscriptions and shop sales, and consider how those sales correspond to the potential they see in the market and how it may be developed throughout the next period.

Reach

If the application recommends the use of a free-sharing model or digital model to distribute content, then applicants must report their reach over the current tender period and how that reach corresponds to the market potential they see and how it may be developed throughout the next period.

Commercial income

- **Sales income:** Applicants must report sales income over the period of the last tender and forecasts for the first year of the current tender.
- **Pricing strategy:** What will the pricing strategy be over the tender period? How will the cover price increase in relation to sales forecasts, production costs and postage/distribution costs? What is the expected profit margin at any time?
- **Sponsorship income:** What has been the sponsorship income over the last tender period, the prospects for the first year of the new tender, and the plan to achieve this.

Rate of Income and Sponsorship

No more than 66% of total magazine income can be through grants. Volunteer contributions may count towards the 33% of non-grant income.

Management

Applicants are expected to report on:

- The relationship between their digital and analogue content
- Their ability (historically) to keep to a publishing schedule
- Their promotional and marketing strategies
- Their distribution plans
- The networks they have in place to manage/support and advise the magazine and its editors: e.g. Management Board, Advisory Board, Accountants, etc.
- Risk management: Guidelines to protect the publication in the event of absences of key team members or technological problems.

Weighting

The above will be weighted as follows:

Area of priority	Weight
Filling a gap in the market	25%
Editorial Standards	20%
Production Standards	20%
Sales vs. Potential or	
Reach vs. Potential	15%
Commercial Income/Sponsorship	10%
Management	10%

Disclaimer

- The offer of a grant is made on the basis of the information contained in the application and in any supplementary correspondence. If the purposes for which the grant was offered are not achieved in good time, or if the relevant conditions have not been complied with, the WBC may require the recipient to return all or part of any grant that may have been paid.
- The Publisher undertakes for themselves (and others) to the Book Council and its successors in title that the Publisher will always henceforth hold harmless and

indemnify the Book Council against all causes, costs, claims and demands in relation to any act which may lead to a breach of any of the laws of England and Wales.

9 Digital Content

We are keen to ensure that the magazines have a digital presence. All applicants will be expected to show that they have considered their publication's relationship with the digital world and how they share content digitally and the attention that content receives.

10 Timetable

Advertisement: February

Closing Date: Midday, 20 April 2026.

Awarding: Following the June meeting of the Publishing Development Sub-Committee.

The new grants run from 1 April 2027 to 31 March 2031 and are dependent on continued funding from the Welsh Government.

11 The Process

A Panel from the Publishing Sub-Development Committee together with external consultants will determine the successful applications.

We reserve the right to interview first-time applicants, but as a rule we will not interview applicants for this tender.

The decision of the Sub-Committee will be final. It will not be possible to appeal against the decision. If there are concerns regarding the process, the complaints procedure on the Books Council's website should be followed.

The Council will need to receive acceptable copies of each of the following attachments before starting to process the application:

- In the case of current print magazines: a total of 10 copies from some of your recent issues.
- If your magazine isn't published, please send 10 copies of a magazine or magazines that you would like to emulate in some way.
- A copy of the financial form provided.
- A copy of the magazine's latest accounts (in the case of existing publications)
- A report on sales and/or reach over the last tender period
- A report on income from sales and sponsorship over the last tender period
- Copies of three recent estimates for printing costs
- Equality policy

- Commissioning, submission and publication guidelines
- Photographic evidence from your publication and your website (and your social media, if appropriate) showing a statement welcoming material from new and diverse contributors.

12 The Application

Please use the form provided to submit your application.

A copy of this form should be emailed in Word and Excel format to:

jane.hopkins@llyfrau.cymru, with the subject line TENDR CYLCHGRONAU CYMRAEG no later than midday on 20 April 2026. You're welcome to send a PDF copy as well if you wish.

Remember that the word limit must be adhered to when answering the questions.

We will disregard any words beyond the stated maximum.

You are welcome to submit your application through Welsh or English.