

WI Life

Suffolk West Federation of WI's
Unit 11
Park Farm Business Centre
Fornham St Genevieve
BURY ST EDMUNDS
IP28 6TS

15/10/2019

Dear Gwen and Annie

Thank you for your letter concerning inserts in *WI Life*. We always welcome feedback from members and your comments with regards to inserts are very valid. *WI Life* carries inserts within each issue, as do many other magazines and newspapers. Clients who book this form of advertising always expect a 2% response rate from each magazine or newspaper and yet *WI Life* consistently offers a 9% response rate. This clearly indicates that some members find these leaflets extremely useful and respond accordingly. As you may be aware, the magazine is sent to members as part of their membership of the WI. The NFWI trustees believe it provides an important means of communicating with all members about the work of the WI and highlighting opportunities available to them. Producing, printing and delivering a magazine to every WI member costs a lot of money. It would be impossible to continue distributing *WI Life* to members without adverts helping to offsetting some of these costs. Financially, the magazine is able to attract over £1 million in advertising revenue because of the large number of copies that are distributed to members.

I would also like to point out that this form of advertising brings in high revenues for *WI Life* and always did for *Home & Country*. The advertising team is under constant pressure to bring in as much revenue as possible. Reaching the increasing targets set by the WIE Board would be impossible to achieve without insert revenue. NFWI makes a financial contribution towards the production of the magazine. The advertising department's hard work, and careful management by WIE, means that this contribution has remained at the same level since *WI Life* was introduced twelve years ago, in spite of the spiraling costs of printing, and particularly distribution. However, we're not just about the revenue. If members weren't responding we wouldn't carry them, and advertisers wouldn't come back and make repeated bookings. I totally appreciate that you may not find any of these companies relevant so I would therefore ask you to recycle them please.

We always ask clients to use recycled paper, however, as you can appreciate we cannot enforce this as some clients print millions, of which we get only a small portion. However, we do always ask in line with the mandates for which the NFWI campaigns. Please also be assured that any supplements produced by WIE, are all published on recycled paper, using vegetable ink. Also to note it is often a standard within publishing to have a 60/40 editorial/advertising split. I hope this addresses your concerns. If you have any further queries or comments, please do not hesitate to contact me – my email is c.davies@nfwl.org.uk

Yours Sincerely

C. Davies

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