

## 2024-5 FOLK NEWS PRODUCTION TIMETABLE

EDITION	MONTHS covered by issue	FESTIVALS ADVERTISED	RAW FESTIVAL DATES: per Vaisnava Calendar	PRE-PRODUCTION: Festival timetabling, poster production, story writing/ad canvassing (-14 wks.)				ADVERTISING/ STORY DEADLINE (-10 wks.)			FESTIVAL INFO DEADLINE: -8 wks			MELBOURNE MAILING PRINTING DATE (-7 wks.)		DATE OF DELIVERY TO MM FOR PACKING (-5 wks.)			ISSUE/FMH MAILING DATE (-4 weeks)			
				-14	-13	-12	-11	-10			-10	-9	-8	-7	-6	-5			-4	-3	-2	-1
2024 JANMASTAMI	Aug-Sept (2)	Jhulana Yatra  Balarama Appearance Krishna Janmastami Prabhupada Appearance Radhastami	Fr Aug 16- Tu Aug 20  Tu Aug 20 Tu Aug 27 We Aug 28 We Sep 11	Mo May 13– Fr June 7 2024  (4 working weeks)				FRI JUNE 7 2024			SUN JUNE 30 (3 working weeks)			Mo July 1 MM: 10-12 business days from approval to print & fold. Mailing list to be delivered 7 business days before lodgement w AU Post		Mo July 15 MM: 3 working days print envelopes, insert & lodge w AU Post			Mo July 22  (4 weeks before Jhulana Yatra)			
2024 DIWALI	Oct-Jan (4)	Lamps for Damodara Masa (Pratipat-Purnima)  Go Puja (HKV): to be confirmed, book at Eventbrite Diwali Govardhan Puja Prabhupada Disappearance Snana Yatra Panihati Auction New Year	Thu Oct 18 - Sa Nov 16  Sa Nov 2  Fr Nov 1 Sa Nov 2 Tu Nov 5 Th Dec 26 Th Dec 26 We Jan 1	Mo July 15 – Fr Aug 9 2024  (4 working weeks)				FRI AUGUST 9 2024			SUN SEPT 8 (3 working weeks)			Mo Sept 2 MM: 10-12 business days from approval to print & fold. Mailing list to be delivered 7 business days before lodgement w AU Post		Mo Sept 16 MM: 3 working days print envelopes, insert & lodge w AU Post			Mo Sept 23  (4 weeks before Go Puja or Damodara Masa)			
2025 GAURA PURNIMA  St Kilda Festival is now held on the third weekend of Feb	Feb-May (4)	St. Kilda Festival: <b>tb confirmed</b> Nityananda Trayodasi Festival of Colours: <b>tb confirmed, book at Eventbrite etc.</b> Boat Festival (HKV): <b>tb confirmed, book at Eventbrite</b> Gaura Purnima Rama Navami Nrsnha Caturdasi	Su Feb 16 Mon Feb 10 Sun....  Sun....  Fri Mar 14 Sun Apr 6 Sun May 11	Mo Nov 4– Fr Nov 29 2024  (4 working weeks)				FRI NOVEMBER 29 2024			SUN DEC 1 (3 working weeks)			Mo Dec 31 MM: 10-12 business days from approval to print & fold. Mailing list to be delivered 7 business days before lodgement w AU Post		Mo Jan 6 MM: 3 working days print envelopes, insert & lodge w AU Post			Mo Jan 13  (4 weeks before Ratha Yatra or Nitai Trayodasi)			

### PUBLISHER'S NOTES:

- **ISSUE/MAILING DATE** = the Monday 4 weeks prior to the first festival of the Season
- **TOTAL SCHEDULE:** BEGIN 14 WEEKS PRIOR TO FIRST FESTIVAL OF THE SEASON (PRODUCTION = 7 weeks, IM PRINTING & MAILOUT = 3 WEEKS)
- **FESTIVAL INFO DEADLINE:** 8 WEEKS PRIOR TO FIRST FESTIVAL OF THE SEASON
- **MELBOURNE MAILING (MM, Somerton),** contact Anthony Davis. **UNCONFIRMED, closed midday Fri Dec 22, 2023 – Tues Jan 2, 2024 (10.5 days).** **CHECKED 15.11.23.** Needs 3 working days to print envelopes & pack.