

## HARE KRISHNA MELBOURNE *FOLK NEWS*

### INFORMATION FOR ADVERTISERS 2026-7

#### WHAT WE DO

**FOLK news** is designed to promote Krishna-conscious philosophy and lifestyle, in accordance with the teachings of our Founder-Acharya - His Divine Grace A. C. Bhaktivedanta Swami Prabhupada - and the directions of ISKCON's Governing Board Commission.

We provide a forum where Krishna-consciousness can be shared, and businesses run by devotees can be supported. Paid advertising may be accepted – at the Editor's discretion - from applicants who are generally recognised as regular contributors to our community. Our content focusses on:

- explaining the significance of Temple festivals to our readers and encouraging their participation in these events.
- providing news and updates of local projects and events of interest to our devotional community.

*We welcome Krishna conscious articles, photo-essays and games from local devotees of all ages.*

#### NEED TO KNOW

**FOLK news** is published 3 times a year by the Friends of Lord Krishna (FOLK) committee, to coincide with **Melbourne Temple festival seasons**.

- Advertising, graphic design and editing are managed by Rasanandini Dasi ([rasanandini@iskcon.net.au](mailto:rasanandini@iskcon.net.au)).
- Invoicing is managed by Rama Bhushana Dasa ([rama.bhusana.das@iskcon.net.au](mailto:rama.bhusana.das@iskcon.net.au))

Our current circulation is 7,000 congregational households

#### PUBLICATION SCHEDULE

Since Temple festivals follow a lunar calendar, the months that the magazine covers vary each year.

In **2026-7** the months covered are:

- **DIWALI season:** October-January (4 months), issue published from **MONDAY SEPTEMBER 28, 2026**

- **GAURA PURNIMA season:** January-April (4 months), issue published from **MONDAY JANUARY 25, 2027**. This may vary depending on our printer's Christmas break dates (yet to be confirmed).
- **JANMASTAMI season:** August-September (2 months), issue published from **MONDAY JULY 12, 2027**

We publish both online and in print. **Paid advertising is available in our print edition only.**

## ADVERTISING DEADLINES

Full pre-production for FOLK news takes 15 weeks. *Advertising deadlines* fall 12 weeks before the first festival of the season.

Our **2026-7 advertising deadlines** are:

- **2026 DIWALI season:** **FRI AUG 7, 2026**
- **2027 GAURA PURNIMA season:** **FRI NOVEMBER 27, 2026**. This may vary depending on our printer's Christmas break dates (yet to be confirmed).
- **2027 JANMASTAMI season:** **FRI MAY 21, 2027**

## ADVERTISING SPACE, CHARGES & BILLING

Just under ½ of our magazine is allocated to discretionary content. Our maximum advertising space is 4 ¼ pages. Currently our ongoing advertisers claim 1 ¾ pages. The remainder of the magazine is devoted to essential content like Temple and community information.

### CHARGES

	<b>1 page (197W x 265mm. H)</b>	<b>½ page (197W x 132mm. H)</b>	<b>¼ page (197W x 61mm. H)</b>
<b>Full Colour</b>	\$880 incl. GST	\$440 incl. GST	\$220 incl. GST

- Please email your billing address to Rama Bhushana Dasa ([rama.bhusana.das@iskcon.net.au](mailto:rama.bhusana.das@iskcon.net.au)), with a copy to Rasanandini Dasi ([rasanandini@iskcon.net.au](mailto:rasanandini@iskcon.net.au)). You will receive your invoice from our Treasurer soon after publication.

### PRINT EDITION LAYOUT:

**24 pages, PAGE SIZE** is 197 Wide x 265 mm. High

**PRINTABLE AREA** is 175 x 245mm. Margins are: top 10mm, bottom 10mm, outside 13mm, inside 9mm.

CURRENTLY **PAID ADVERTISING** IS ON THE PAGES MARKED WITH **RED**

Page 1 feature article	Page 2 index, editorial	Page 3 Feature article 2	Page 4 Food for life ads	Page 5 Story (cont.)	Page 6 Festival schedules	Page 7 Story (cont.)	Page 8 Vaisnava Calendar (all year)	Page 9 Vaisnava calendar (only Oct- May)	Page 10 story	Page 11 story	Page 12 (centre) Feature article 3	Page 13 (centre) 1/4 p ad 1/4 p ad 1/2 p ad
Page 14 1/4 p Wedding service ad	Page 15 article	Page 16 Home program ad HK Valley ad	Page 17 How to chant	Page 18 Kids page	Page 19 Kids page	Page 20 Varsha puja ad	Page 21 ISKCON centres	Page 22 HKValley report, Samskars	Page 23 1/4 p Catering service ad 1/4 p ad 1/2 p ad	Page 24 1/4 p ad 1/4 p ad 1/2 p ad		



- Generally, a file of ***at least 2Mb*** is sufficient.
- Print processing for colour artwork is **CMYK**
- We prefer to work with **TIFF, PDF & JPEG** images

**THANK YOU FOR YOUR INTEREST, HARE KRISHNA**