

Unicorn Folk Advertising Fees or Donations

Committed, as our predecessor Unicorn Magazine was, to supporting the world of 'folk' music in all its wider forms, Unicorn Folk aims to considerably reduce the cost of advertising for clubs and events involved in the genre and even provide listing services for some types of clubs and activities **FREE** of charge – see below.

These prices take immediate effect and cover 2026 going forward but please email info@unicornfolk.uk if you are in any doubt about pricing or have any questions about donations.

FESTIVALS

Entries in the Unicorn **FESTIVAL FINDER** 'Listing' which can be accessed from all pages on the Unicorn Folk website are **FREE** of charge. However, you can also have your festival '**featured**' in a gallery on the front/home page of the Unicorn Folk website with a link to your festival website or directly to a ticketing site as you specify in your accompanying email message. All you need to do is email your A4 Festival poster, preferably in jpg or png format (pdf can be accepted if necessary) to info@unicornfolk.uk and then pay the fee upon receipt of invoice.

The cost of having a poster entry in the 'Featured Events' section is just **£10** per month. Alternatively you can send in your festival poster up to a **whole year** before your festival takes place, so, immediately after your last one finishes if you wish! At **£60** per year for this service for each festival, or just **£30** for one-day festivals, it provides excellent value for money **probably less than the cost of a single weekend ticket for many festivals**. You can also change the displayed poster once in every 3-month period during the year so can update with new artists etc ...

CLUBS & VENUES

The **Unicorn Diary** is a chronological listing of events for clubs, venues and live music. It is **FREE** of charge and you are requested to submit your events by emailing details, ideally in date order as in the Diary to info@unicornfolk.uk which saves on administration.

Folk clubs are at the heart of the folk scene providing regular music to music fans often across a wide range of musical genres. In many ways the 'bread and butter' of the folk music scene, some have struggled to return to normal after the pandemic. For that reason, some music clubs and venues will be asked for a donation for services rather than be charged a fee. Get in touch if you feel that you are in that position.

If yours is a **multi-purpose venue** run as a commercial operation you are asked to pay the same as Festivals above for your folk events. You can have a separate poster entry in the '**Featured Events**' section for just **£10** per month. Alternatively, for just **£60** per year, you can send in composite event posters covering 3 or 6 month periods or a whole year ahead, whatever is best for you, and change the displayed poster once in every 3-month period during the year so can update with new artists etc ... and of course you can still add one-off event posters should you wish to boost ticket sales for a particular event.

If you run a **folk club** in a healthy financial condition staging 2 or more events each month then similar fees of **£60** per year or **£10** per event seem reasonable. If you are only running 1 event per month then the charge will be exactly half i.e. **£30** and **£5** respectively.

If your **folk club** is being run on a shoestring then **we will accept a donation instead of a fee**. You can donate what you can reasonably afford but we suggest **£20** per year for 'featured' events and an entry in the **Unicorn Diary** is always **FREE**. To submit an advertisement all you need to do is email your A4 poster in jpg or png format (but pdf can be accepted) to info@unicornfolk.uk then pay the standard or agreed fee or briefly explain why you wish to make a donation instead.

MUSICIANS

For a **FREE** basic listing just send in your details in the format displayed on the 'Musicians' page on the website [HERE](#). Send in CD for review (+ optional artist photo & biographical and/or CD details) to Carl Filby, Unicorn Folk, 9 Serby Avenue, Royston, Herts SG8 5EH. The review will be published free of charge at the convenience of Unicorn Folk but note that no adverse reviews will be published. If we don't appreciate your music someone else might or sometimes there just isn't the time to review.

To advertise a CD for **£20** per annum including any links to playable tracks (in full or segments) or purchasing details, please email info@unicornfolk.uk with your A4 poster in jpg or png format and pay on receipt of invoice. (Note: Unicorn Folk just publishes the music links provided and does not stream the music.)

Musicians can also advertise their forthcoming gigs in the 'Gigs & Tours' Listing **FREE** of charge by simply sending in a link to their own gig listings whether they be on their own website or Facebook.

MUSIC SERVICES

It now costs only **£100** per year for a prime spot for an advert on the front/home page in the right-hand column and the poster image can be linked to the advertiser's website or Facebook page. There will be a limit of 5 of these prime spots at any one time. In the first instance, email an A4 poster, in jpg or png format (or pdf if necessary) to info@unicornfolk.uk.

DANCE DIARY

We haven't had much success with this but In order to encourage the continuance of the traditional activities of **Morris** and **Folk** dancing, entries in this section are provided **FREE** of charge and are meant to cover 'Days Of Dance', Club Meetings and practices, but not events where tickets are being sold to the public. Events can be sent in batches but please keep amendments to a minimum. **Please note:** The entries in this section are intended to cover regular club activities such as dance days or practices. If you are putting on a Ceilidh or similar then for just **£10** per month you can have your event poster 'featured' on the front/home page of the Unicorn Folk website as per the instructions above under 'Clubs & Venues' and ask for it to be listed in the **Unicorn Diary** or **Dance Diary** **FREE** of charge.

SESSIONS

For a **FREE** entry just email info@unicornfolk.uk with details in the follow the same instructions as for the Unicorn Diary above.

CHARITY EVENTS

Unicorn Folk will always consider providing a **FREE** advert for any event where all the profits go to a specified and ideally a registered charity or a community event. Just email details with posters or links to info@unicornfolk.uk and we will get in touch.