

Patrons: Dr. Aly Bain MBE, Dr. Margaret Bennett, Dr. Phil Cunningham MBE, Dr. Barbara Dickson OBE, Archie Fisher MBE, Dr Sheena Wellington.

Whilst we have managed to secure a small amount of funding, we have not got as much support as we had from Covid related funding so we will need to charge again for entries in the TMSA Event Calendar 2024

We have endeavoured to keep the rates as low as possible so we can still help you **reach an audience around Scotland and beyond with the 2024 edition of our popular TMSA Event Calendar with information about your event, activity, venue, services or folk club plus accompanying online listings on our website - [www.tmsa.scot](http://www.tmsa.scot).**



**The TMSA Event Calendar remains the only annual publication concentrating on traditional / folk music events and activity across Scotland**, with its distribution enabling you to publicise your events both to a domestic and international audience with standard and enhanced listings, and advertises this year at very cost effective prices – comparable to what you would pay to have a single small ad in a monthly magazine with a smaller circulation!

**We are currently compiling the edition to go out around Scotland and beyond to England, Wales, Northern Ireland and Dublin** - trialled pre-Covid, along with digital marketing through the TMSA website and social media reaching **60,000+ people**.

Also we advertise our online presence in a number of publications as a source to find out about events and activity so your listings/adverts have a greater chance of being seen. For example we are continuing with our advertising in the Landmark Press 'Welcome to Scotland Guide' - which has **800,000 copies** being picked up by visitors and locals. Check out our last edition – the TMSA Event Calendar 2023 publication – at [www.tmsa.scot/the-event-calendar](http://www.tmsa.scot/the-event-calendar)

### Interested in being part of the success?

We are now in the process of compiling the TMSA 2024 Event Calendar. If you have not listed in the publication before or have updated information, let us know by filling in our form, or email at [office@tmsa.scot](mailto:office@tmsa.scot). **We've made some changes to our formats for 2024 to list/advertise your event, venue, folk club or organisation** - see following page for details.

Also **if you choose to become an affiliate member of the TMSA** we will be able to take any press releases you create and send them out through our media contact to the general media to complement your own marketing work. We will also use our social media channels to further promote your listing details.

**We need any new listings or changes/updates** to previous listings and advertisement artwork to reach us **by Tuesday 22 January 2024** or at least let us know you will be intending to list to help our layout planning.

Don't miss the **opportunity to have your information available to at least 76% of visitors to Scotland\***.

We look forward to working with you!

Regards

Fiona Campbell - TMSA Convener

*\*The International Association of Professional Brochure Distributors (IAPBD) research shows that 76% of visitors to Scotland pick up hard copy material when they are in the country. They also found that at least 65% do internet searches before they travel.*

## TMSA Event Calendar 2024 Listing & cost information

**Rates at a glance** (see descriptions below for details) subsidised levels

Standard Listing	£45
Enhanced Listing	£85
Affiliate membership combined with Standard listing (save £5)	£70
Affiliate membership combined with Enhanced listing (save £5)	£110
Advert Full page height x width (204mm x 93mm) with Enhanced listing	£450
Advert half page height x width (100mm x 93mm) with Enhanced listing	£230
Advert 1/3 page height x width (66mm x 93mm) with Enhanced listing	£150
Advert Back Page height x width (204mm x 93mm) with Enhanced listing	£850

If you **place more than one Standard or Enhanced listing** in the Event Calendar, **you will receive a £5 discount** on each entry.

**For those who have listed in the TMSA Event Calendar before**, we have discontinued the use of icons in the listings e.g. indicating workshops, camping, access issues, to fit more free listings in, as much of this information is now much more readily available on websites and social media pages.

### Standard Listing example £45:

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#### THE MUCKLE SING

11 February, Queen Margaret Hall, Linlithgow, EH49 7JA

Tel. 0792 253 3915

[www.eltmsa.org.uk](http://www.eltmsa.org.uk)

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with the following details as applicable:

- Name of Event/Folk Club
- Date(s) of Event or Days your activities run
- Place/location of Event/ Folk Club
- Contact telephone number(s) or email address(es) - up to two
- Website address

### Enhanced Listing example £85:

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#### NORTHERN STREAMS

27-30 April, The Pleasance, Edinburgh, EH8 9TJ

Annual festival celebrating the affinities between Nordic and Scottish music, song and dance. Featuring performers from Finland and Denmark as well as some closer to home. Concerts, workshops plus a sharing session and ceilidh on the final day. In partnership with the North Atlantic Song Convention.

Tel. 0792 253 3915

[www.northernstreams.org](http://www.northernstreams.org)

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with the following details as applicable:

- Name of Event/Folk Club
- Date(s) of Event or Days your activities run
- Place/location of Event/ Folk Club
- Short description of Event/ Folk Club - up to 300 characters length (around 50 words)
- Contact telephone number(s) or email address(es) - up to two
- Website address

**Advertisement specs** (height x width):

**Full page** (204mm x 93mm) **£450** (Back page £800)

**Half page** (100mm x 93mm) **£230**

**1/3 page** (66mm x 93mm) **£150**

### **We have three groupings of listings in the format of the Calendar:**

1. Chronological – events in date order arranged loosely in seasons
2. Folk Clubs & Sessions
3. General – network organisations, trad music related businesses, venues or groups that run regular traditional music activity on a regular basis e.g. classes.

### **Affiliate Entry £70 (Standard) / £110 (Enhanced):**

If you join as a TMSA affiliate member (only £30), you will get an Enhanced Listing plus:

- Access to a free media release service about your Event/ Folk Club - this would normally cost you at least £60 if you paid for this service on a one-off basis.
- We will use our Facebook (currently over 2000 followers) and Twitter (over 1000 followers) accounts to further promote your listing details.
- Opportunity to put publicity material into one of the TMSA's membership mailing – electronic & postal for free as long as it doesn't cause us to go over the standard postage rate.

**Advertisers qualify for a free Enhanced Listing in the Event Calendar.** We can create adverts for you if you need this service. This is set at £100 an advert regardless of size. We may also charge an amendment fee for adverts which are not supplied ready to be used in the Event Calendar without further designer time.

### **Sponsorship of the TMSA Event Calendar**

The option is still available to sponsor the whole brochure publication including online. If this option is of interest to you, please contact us as soon as possible, to discuss details and levels of sponsorship.

### **Please note:**

Wherever possible, we prefer to have payment when supplying the information for your entry but we are able to issue invoices and receipts if this helps with your paperwork! Sometimes we can consider reciprocal advertising options - please contact us if you are in a position to offer us this option.

**We endeavour to ensure entries and advertisements are as accurate as possible** and always send the listings and artwork to you for checking before we go to print.

**Please make sure we have the correct details of the person able to confirm such items** so we do not experience any delay in our production schedule.

**Checking listings and artwork will take place 5-19 January 2024.** We cannot be held responsible for any messages or correspondence that fails to get to the TMSA office - so please always feel free to check we have received things rather than miss something vital out!

**To send us listing/advert information or for any queries email: [office@tmsa.scot](mailto:office@tmsa.scot) or tel: 0792 253 3915** or click on <https://www.tmsa.scot/the-event-calendar> for any other details.