



Bishop Wordsworth's School

Exeter Street, Salisbury, Wiltshire SP1 2ED

Telephone: 01722 333851

Fax: 01722 325899

E-mail: admin@bws.wilts.sch.uk

Website: www.bws-school.org.uk

Head Master: Dr S D Smallwood BSc (Hons) PhD NPQH

31 January 2019

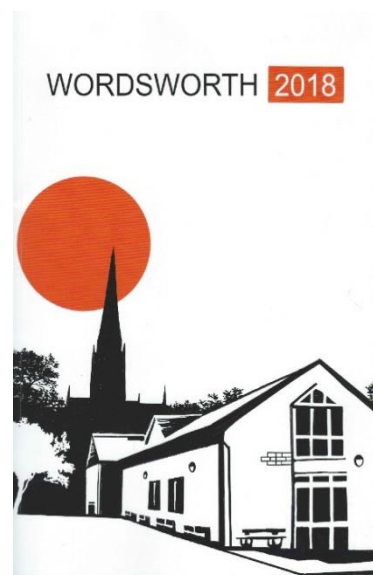
Dear Parents/Guardians

Advertising in the School Magazine

Every year a student body is responsible for the making of the *Wordsworth* magazine. The magazine has been running for over a hundred years and is a fantastic roundup of the school year for everyone to enjoy. Not only is it a great read for parents/guardians and boys, all those who are involved in writing or photography take great pleasure in contributing to a project of such a size.

Building on the success of recent magazines we would like to keep improving the *Wordsworth* and, in particular, increase its accessibility to all pupils and the wider school community.

A New Model - Previously, due to design and printing costs, despite some advertising, there has been a necessary £5 charge for the magazine, which has obviously limited readership. We would like to change the funding model so that all 950 boys in the school can receive a free copy of the *Wordsworth* to mark their time at Bishop's. In addition, we would like to make some copies available to the wider Salisbury community and a digital version too for our 10,000 Old Boys and other school contacts.



To start such a grand, long term project, however, significantly more advertising funding would be required and so this is our call to you!

As a committee, we would like to offer you the opportunity to buy an advert space in the magazine to advertise your own businesses. We feel that not only would this be a fantastic contribution to one of the school's longest lasting traditions, but this would also help with the publicity of your company.

With our new funding model, your advert would be seen by:

- 950 current pupils and their families through their free hard copy.
- Further free hard copies would be distributed around Salisbury.
- A digital copy sent to up to 10,000 Bishop's Old Boys through email and social media.
- A permanent copy of the magazine would be published on the School's website.

The advert prices are as follows:

£200 for an A4 advert

£100 for a half page advert

The advertisements bought will be featured in the 2019 *Wordsworth* magazine.

To buy an advert space from us or if you have any queries at all, please email me at 12mcl@bws.wilts.sch.uk. I'm happy to try and answer your questions regarding this exciting opportunity.

With regards to the production of the 2019 *Wordsworth* magazine, the team and I are currently looking to have a final edit and print ready for Founder's Day in April.



Alternatively, if you would like to support our Committee's endeavour with the *Wordsworth*, but don't have a business to advertise, any donations towards design or production costs would be most gratefully received. In addition, we are always looking to improve our skills and the design and professionalism of the magazine. If there are any professional magazine editors or designers who would like to give us some training/input, we would love to hear from you!

Thank you for your consideration.

Yours faithfully

Curtis Leung
Wordsworth Editor 2018/19