

## **Benefice Magazine 2011**

This has been the fourth year that we have accepted advertising as a means of providing the Magazine free to every household in the Benefice. We also enjoy the financial support of the Parish Councils, who rely on the Magazine as their major means of communication across the villages. Despite the challenging economic circumstances and pressure on advertising budgets, we have managed to sustain reasonable levels of income, but it has to be reported that we were left with a shortfall of just over £300. Advertising income was just short of £900. Parish Councils contributed £400, making total income of around £1300. Expenditure amounted to £1637, hence the gap. This is sustainable over the short term if we dip into our modest reserves, but remedies still have to be found in the longer term. Costs do relate to the number of pages, so we try to prune where possible – and increase advertising.

The advertising was slightly less stable in 2011, with some new advertisers coming in during the course of the year, and one or two advertisements having to be withdrawn because of non-payment. We also accepted a number of one-off adverts, when space permitted. On the whole, we rely on personal contacts and goodwill for sustaining this stream of income. We are very grateful to all those who support us, and hope that readers will mention the Magazine whenever they avail themselves of advertised services. Two Parish Councils have kindly agreed to increase their contribution, and we are grateful for this.

We also much appreciate having people outside the Benefice who still like to receive the Magazine as a means of maintaining links with our villages. It is delivered by post, but higher postal charges mean that we shall probably have to charge more for these postal subscriptions. The Magazine itself remains free.

The early signs for 2012 are good. We have already received payment from all advertisers, including a number of new ones. Income in the bank, without counting Parish Council contributions, already amounts to **£1000**. So the shortfall should be reduced – and we will always do our best to find space for one-off or occasional advertisements. Do please help to push new business in our direction.

The Magazine continues to be accessible on line, and this enables us to keep in touch with people who have moved away from our villages. In addition to this the Bealings/Playford email news service continues to work effectively, thanks to the efforts of Phil Holmes. This provides up-to-the minute news and notification of events to all who wish to use the service.

As ever our thanks are due to Tim Llewellyn, our Designer, for his efficient designing and preparation of the Magazine. A purposeful and valuable meeting was held towards the end of 2011 bringing together all members of the team involved in the production and distribution. This served to identify problems and areas of possible improvement. We are grateful to the significant numbers of volunteers who ensure that the Magazine is reliably produced and delivered to all homes 10 months in the year. This is an estimable community undertaking and achievement.

*Norman Porter. Advertising co-ordinator*