

POTLUCK

ZINE

How We Pay for Submissions and FAQ's

How does the payment process work?

The way our payment scheme works is very similar to how royalties work; for every issue sold, 40% of the money is set aside for contributors and then the money is split equally between everyone who has contributed to that issue. This means that the amount that you'll get will depend on how many issues we sell, and the money will be paid after the issues are bought rather than in advance.

We usually organise a pre-order before each issue launches to gauge interest and make sure we don't have too much or too little stock. Once the pre-orders close, you will be paid your first payment within two weeks.

After the initial payment, we'll be in touch every 6 months after that date to send you a statement of any further money you're due to be paid, and the corresponding payment. If your bank details or contact information changes, it is up to you to let us know so we can update our records.

How do I give you my payment details?

Once you've been told your work has been accepted for an Issue (usually a week after the closing date), you'll be sent a survey. It'll have a few questions on it to do with your social media handles and what website you'd like attached to your submission, as well as space for you to leave either your PayPal information or your Sort Code and Account Number to be paid.

If either of these methods is an issue for whatever reason, just get in touch and we'll work out the best alternative for you. The form is totally secure (you can check out the security credentials of the site we use [here](#)) but if you have any doubts we're more than happy to accept it by email too.

You'll also be sent a royalties invoice to your email address as formal documentation of your payment, which may be needed if you have to fill out your own taxes.

How much will I be paid?

It's frustrating but unfortunately, we can't give you an accurate number of how much you'll get, but we can show you some projections. Table One shows how much you'll get on sales of Print

copies of the magazine (sold at £10) and Table Two shows you the same information but with Digital copies (sold at £6). We try to keep each issue to a maximum of 40 contributors so that everyone gets a decent payment, but this may fluctuate issue by issue. For issue 4, we are looking at having a maximum of 40 contributors.

Table One: Physical Sales

How many issues sold?	How many contributors?	How much you'll be paid:
100	40	£10.00
200	40	£20.00
500	40	£50.00
1000	40	£100.00

Table Two: Digital Sales

How many issues sold?	How many contributors?	How much you'll be paid:
100	40	£6.00
200	40	£12.00
500	40	£30.00
1000	40	£60.00

I appreciate it isn't a lot of money, especially if you're someone who relies on freelance writing (or anything creative) as their income and that it does rely on you doing the work in advance of getting a payment. Ideally, we'd be able to pay everyone upfront and that's something we're working towards. The format was designed to be the fairest way that I can pay people for their submissions whilst still continuing to run like a business when we're just starting up with very little capital. It also allows me to pay myself for the time it takes to put together (I take a maximum of 10% of sales but this is totally dependent on if more money needs to be invested in the magazine to let it grow). We may be small, but we want you to be part of this community we're trying to build so that as we grow, you get more too!

Realistically, how many copies do you think will sell?

Our first issue was run as a charity fundraiser and we made £546. Our second issue was sold using the current model and we sold 124 copies of the zine, making a total of £1236, so each individual contributor received £11.75 in their first royalty payment. For our third issue, we sold 204 copies in pre-sale, meaning each contributor's first payment was £20.40. We're trying really hard and focusing on building Potluck's platform and community up. Realistically, our goal is to sell at least 350 copies of our next issue, the vast majority of which will be physical.

We offer both a one-off issue purchase and a subscription package for those interested, as well as little bonuses for pre-ordering which help to drive sales. I also spend the run-up to the issue launch advertising Potluck and focusing on boosting our social media community.

Got a question that wasn't answered? Get in touch with us by emailing:

hello@potluckzine.co.uk