



# BRIXTON Blog+BUGLE

## ADVERTISING GUIDE

*In recent years Brixton has gone through a radical transformation driven largely by the energy and imagination of the people who live here. It attracts thousands of visitors who come to shop, eat and enjoy the rich cultural diversity of one of London's most vibrant communities.*

- **The Brixton Blog**, and its companion monthly newspaper, the **Brixton Bugle**, were set up to provide Brixton with its own local news service and to celebrate Brixton's achievements. The Blog and Bugle also provide valuable journalism experience to young writers and photographers.
- We cover breaking news and local politics, welcoming public debate of key issues, along with lively features on music, food, sports, Brixton history, recipes, puzzles and Brixton people, in a rich mix of writing, photo journalism and illustration.
- We provide local businesses with an introduction to the millions of visitors now coming to Brixton every year, as well as the means of keeping in touch with the Brixton community.
- The **Blog & Bugle** are the trusted sources of news and information on all things Brixton, providing impartial coverage of events online and in print and fuelled by the active involvement of Brixton locals. We have no political or religious affiliations.

*The Brixton Bugle and The Brixton Blog are a not-for-profit social enterprise published by Brixton Media, a Community Interest Company supported solely by advertising from the local community.*





# BRIXTON Blog

**Brixton Blog** is the **Brixton Bugle's** companion news site, reporting on what's happening right now in one of London's most culturally diverse neighbourhoods.

Visitor stats are rigorously filtered to exclude false visits from SEO scam sites and spammers.

- **The Brixton Blog** gets over 41,000 verified page views a month and up to 30,000 unique visitors a month.

The **Blog** also has a large following in social media.

- 28,600 Twitter followers
- over 8,000 FB friends 'like' our FB page.

Every Blog post is automatically **Tweeted** and posted on our **Facebook** page at the point of going live on The Blog. This extends our reach from the website across two key social media platforms.



We have a standard ad size of 300 x 250 pixels (width x height) but we also offer smaller and larger sizes.

Browse the various sections at [www.brixtonblog.com](http://www.brixtonblog.com) then contact us to discuss your the location and timing of your ad.

Average cost is £50 per week for a GIF or JPEG 300 x 250 pixels (width x height) –subject to the number of locations and length of booking

**Contact Harriet 07986 035 003 [ads@brixtonblog.com](mailto:ads@brixtonblog.com)**



# BRIXTON BUGLE

## **Distribution 12,500 copies monthly**

2-3,000 Bugles are personally handed out at Brixton tube towards the end of each month on a Friday. The remainder are distributed via dedicated bins in McDonalds, Healthy Eaters on Electric Avenue, Brixton Recreation Centre, Brixton Village, Lambeth libraries, the Black Cultural Archives and neighbourhood community centres and tenants' associations. It is also stocked in the cafes, bars and shops throughout Brixton town centre and the market and throughout the immediate area.

## **Reasons to advertise in the BRIXTON BUGLE**

- **It has an active readership.** Bugle readers choose to get hold of a copy - whether from our distribution points or personally from us at Brixton tube. It is not dumped on their doormats.
- **It's local.** An advertisement in The Bugle means you want to talk to Brixton. Bugle readers appreciate that you have chosen a Brixton only newspaper.
- **It's valued.** The Bugle is Brixton's own independent newspaper. It is not funded by the council or a big newsgroup and is put together by a mix of Brixton residents - professional journalists, students, photographers, illustrators and members of the community. It has no political or religious affiliations.
- **It's a balanced read.** The Bugle celebrates all that Brixton has to offer while reporting impartially on its most controversial issues. We offer training placements for local journalism students, providing work experience and teaching best journalism practice.
- **It's professional.** The Brixton Bugle was established to keep independent local journalism alive and to serve the Brixton community. Your brand will appear in a quality editorial environment. It is printed on 52 gsm paper, stapled and with full colour throughout.

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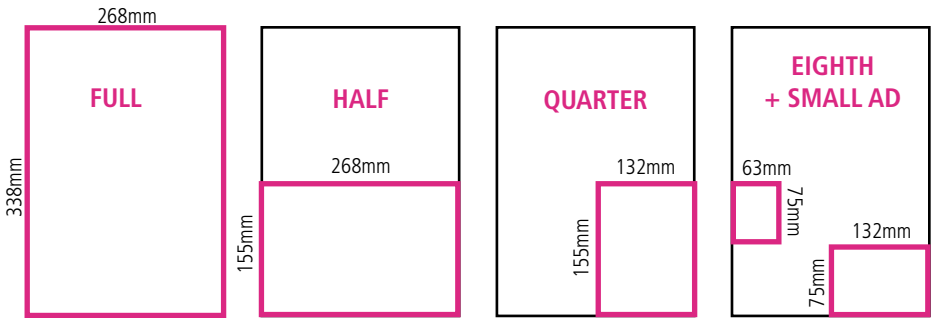


# BRIXTON BUGLE

## Advertising Rates

Please note how much you can save with 3 ads which you can take over 6 months

Size	1 Insert	2 Inserts	3 Inserts	width x height
Small Ads	£60	£100	£150	64 x 75 mm
Eighth Page	£110	£200	£280	132 x 75 mm
Quarter Page	£200	£380	£500	132 x 155 mm
Half Page	£370	£700	£990	268 x 155 mm
Full Page	£700	£1300	£1800	268 x 338 mm



Adverts must be supplied as high resolution PDFs in CMYK colour

### We'll do your artwork

If you can't supply your own artwork, we can produce some for you at the flat rate of just £50. This artwork will then be yours to use for future marketing campaigns anywhere you like! Send all advertising material to [ads@brixtonblog.com](mailto:ads@brixtonblog.com)

### Deadlines

See next page for precise deadlines and publication dates.

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## **2020 production deadlines**

### **FEBRUARY/MARCH**

Deadline **Thursday 6 February** Publication date FRIDAY 14 FEBRUARY

### **APRIL**

Deadline **Thursday 5 March** Publication date FRIDAY 13 MARCH

### **MAY**

Deadline **Wednesday 1 April** Publication date THURSDAY 9 APRIL

### **JUNE**

Deadline **Thursday 30 April** Publication date FRIDAY 8 MAY

### **JULY**

Deadline **Thursday 4 June** Publication date FRIDAY 12 JUNE

### **AUGUST**

Deadline **Thursday 2 July** Publication date FRIDAY 10 JULY

### **SEPTEMBER**

Deadline **Thursday 6 August** Publication date FRIDAY 14 AUGUST

### **OCTOBER**

Deadline **Thursday 17 September** Publication date FRIDAY 25 SEPTEMBER

### **NOVEMBER**

Deadline **Thursday 29 October** Publication date FRIDAY 6 NOVEMBER

### **DECEMBER/JANUARY**

Deadline **Thursday 3 December** Publication date FRIDAY 11 DECEMBER

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Payment for Bugle small ads and all Blog ads must be received by the copy deadline date. We reserve the right not to include advertising which has not been paid for, or contains misleading or damaging content