

Brixton Media



A unique opportunity

Brixton attracts many thousands of visitors each week who shop, eat, party, study and enjoy the diverse culture of a unique community.

One of the many things that make it unique is the *Brixton Bugle*, a trailblazing hyper-local monthly print newspaper, which, along with its companion website the *Brixton Blog*, is run by a formally constituted not-for-profit community interest company (CIC).

The *Bugle* and *Blog* are part of a community with a proud history of commerce, trade and entrepreneurship and support themselves by selling advertising to businesses, individuals and organisations that want to take advantage of their unique reach and influence in that community.

After an enforced break caused by Covid, publication of the *Bugle* resumed in April 2022 with an initial print order of 10,000. The paper is distributed by Self Select Distribution Ltd to scores of points in and around Brixton, including Tesco and Sainsbury's.

The *Blog* and *Bugle* are an information service for people over a wide area of South London, as well as a window into a complex

and ever-changing community for the many people around London, Britain and the world who want to know more about it.

They cover breaking news and local politics, informing public debate about key issues, along with revealing features on music, food, arts, theatre and culture of every description, sport, local history, and Brixton people.

The *Blog* and *Bugle* also have a substantial social media presence with approaching 30,000 Twitter followers and each Facebook post receiving an average of around 1,500 views.

As well as publishing, Brixton Media CIC Ltd, has a second objective written into its constitution: to enable people - especially those from backgrounds who find it particularly hard to get jobs in journalism - to research and write about important and challenging issues, gaining the experience and bylines needed to help them become professional journalists.

Brixton Media CIC has no political, religious or business affiliations. Almost everybody involved is a volunteer.

Brixton Bugle advertising rates

Despite substantial increases in our costs, caused mainly by a big rise in the price of newsprint, Brixton Media held its rates for advertising in the *Bugle* at pre-pandemic rates for an initial period which ended in December 2022. The costs below came into operation in 2023.

Please talk to us about how we could extend the impact of a *Bugle* advertisement through the *Brixton Blog* and our social media.

Size	Number of insertions			Dimensions
	1	2	3	
Small ad	£75	£125	£170	64 wide x 75 mm deep
Eighth Page	£130	£240	£340	132 wide x 75 mm deep
Quarter Page	£250	£475	£625	132 wide x 155 mm deep
Half Page	£460	£875	£1200	268 wide x 155 mm deep
Full Page	£875	£1600	£2200	268 wide x 338 mm deep

Adverts must be supplied as high resolution (minimum 300dpi) CMYK PDFs.

If you have questions about how to supply an advert, please contact production@brixtonblog.com.

We can produce artwork for you at a flat rate of £17 for sizes up to and including a quarter page and £28 for anything larger.

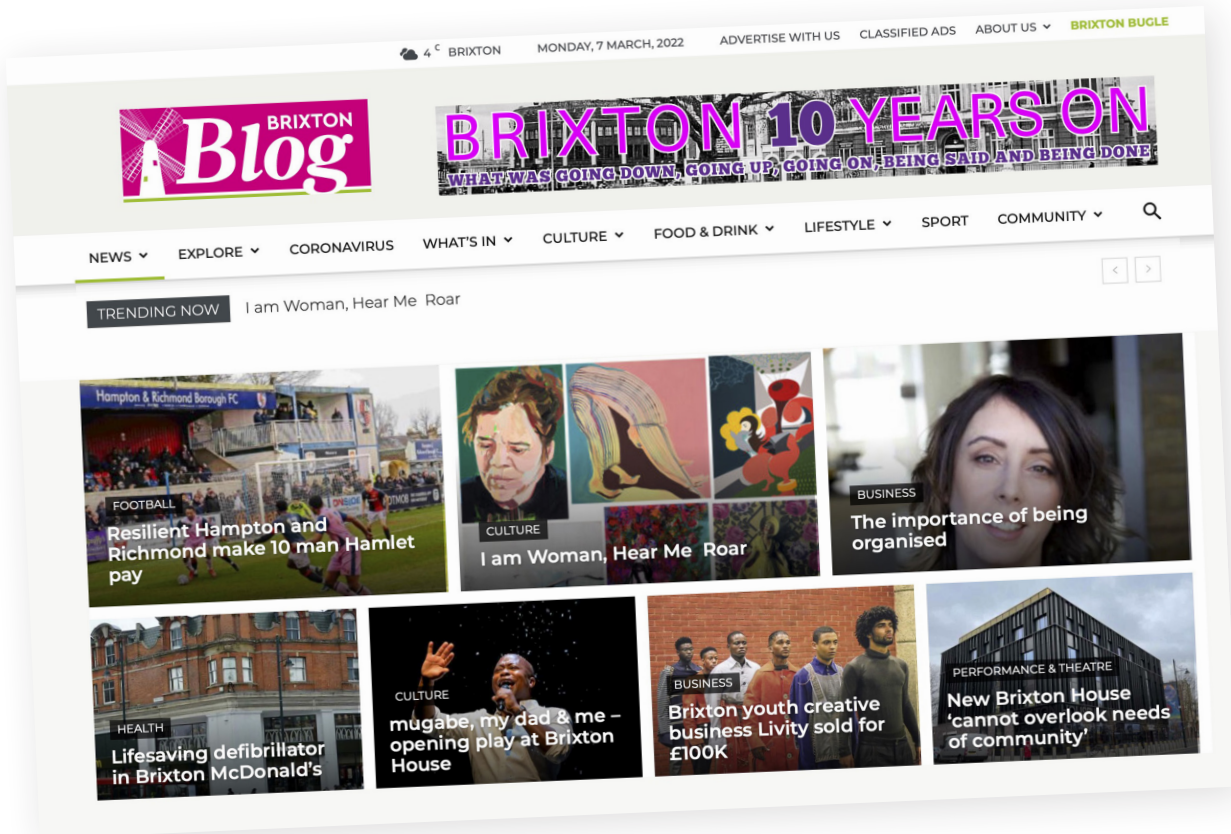
Deadlines

BRIXTON BUGLE SCHEDULE 2024				
D E A D L I N E S				
Issue	Ads (Monday)	Editorial (Thursday)	Print (Monday)	Distribute (Wednesday)
May	22 April	25 April	29 April	1 May
June	27 May	30 May	3 June	5 June
July/August	8 July	11 July	15 July	17 July
September	26 Aug	29 Aug	2 Sept	4 Sept
October	23 Sep	26 Sep	30 Sept	2 Oct
November	21 Oct	24 Oct	28 Oct	30 Oct
December	18 Nov	21 Nov	25 Nov	27 Nov
Jan/Feb 25	20 Jan	23 Jan	27 Jan	29 Jan

Payment

Payment for all *Brixton Bugle* advertising is due within 28 days of the receipt of an invoice and voucher copy of the *Brixton Bugle* containing the advertisement invoiced.

Brixton Media reserves the right to refuse or remove any advertisement without explanation or notice



Brixton Blog advertising

The *Brixton Blog* is an indispensable source of up to date accurate and readable reports about the community, people, issues, arts, sport, business and more in Brixton.

The *Brixton Blog's* average **daily traffic** in the week 28 February - 6 March 2022 was **887 page views and 699 unique visits.**

The Blog also has a large following in social media:

- It has 29,000 Twitter followers
- Its Facebook page has 9,674 followers.

Each post is automatically posted to Twitter and Facebook at the same time as it goes live

on the blog - extending the website's reach across two key social media platforms.

For advertisers who wish to take advantage of this reach, we offer a standard "MPU" advertisement which is 300 pixels wide by 250 pixels deep.

These can appear on every one of the Blog's 6,500-plus posts, its home page, in specific sections, or a bespoke combination of these locations.

Other sizes and position are also available.

Costs depend on the number of locations and for how long the advertisement is booked.

The average cost is £50 a week for an MPU on the home and selected pages.

To discuss advertising with The Brixton Blog, contact advertising@brixtonblog.com

We offer all local people and businesses free small classified ads