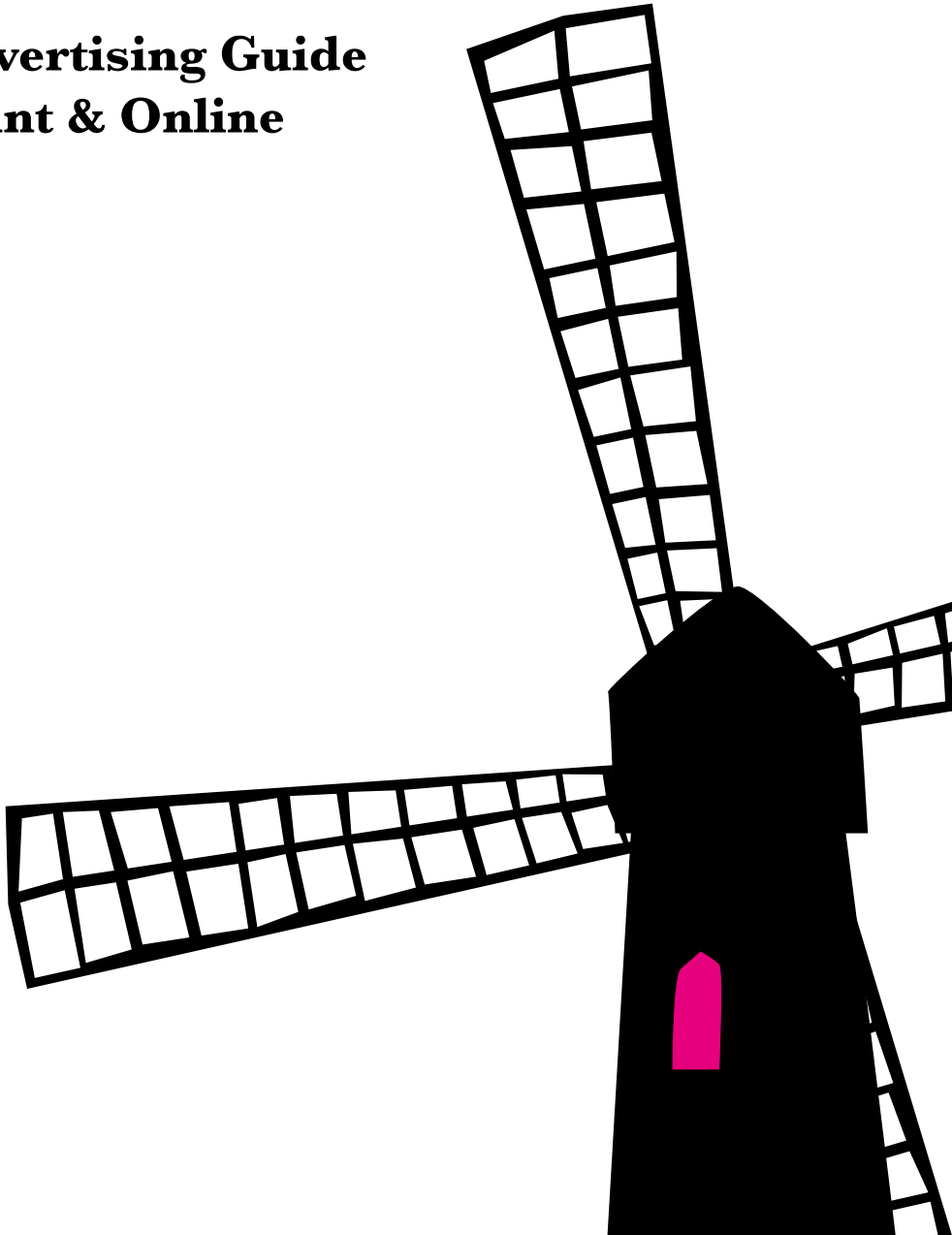
BRIXTON Blog&Bugle

Advertising Guide
Print & Online



BRIXTON
Blog&Bugle

In recent years Brixton has gone through a radical transformation driven largely by the energy and imagination of its local community. It now attracts thousands of visitors and new residents every month looking for insider knowledge of what Brixton has to offer. *The Brixton Blog* and *The Brixton Bugle* provide local businesses with the perfect introduction to this increasingly diverse source of new customers.

- *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 the Brixton community.

- 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.

- *The Brixton Bugle* is the monthy newspaper spin-off from *The Brixton Blog,* our online rolling news website. *The Bugle* is out on the last Friday of each month, and carries additional features. Both are published by Brixton Media - a not-for-profit social enterprise.

- Our standards of excellence earned us a nomination for the **British Journalism Awards** *'Innovation of the Year'*

Your only free community newspape
the BRIXTON Bug
Little Brother to BRIXTONBlog.com
BRIXTON BMX TEA
Sport, p
MEET ROOF PUP
Your pictures, p8
Edition 16 FREE
Traders to vote on
Brixton 'BID' levy

BRIXTON
Blog

Brixton Blog is a free online community publication about what's happening right now in south London's most vibrant and culturally diverse neighbourhood. Visitor stats are rigorously filtered to exclude false visits from SEO scam sites and spammers.

- 50,000 verified genuine page views a month
- 30,000 unique visitors and growing eg in one month, 69% of visits were from new visitors: 27.5% were aged 18-24; 33.5% were aged 25-34
- 24,000 Twitter followers.

Every Blog post is Tweeted as it goes up and Blog staff also retweet and post several separate items a day about Brixton

Our weekly **Brixton Blog e-newsletter** reaches 2,000 active subscribers, with **open rates** and **click-through rates** ***more than double the industry standard.***

You can sponsor the newsletter on any Friday to a highly engaged readership for as little as **£120 per week**

banner
468 x 60px
£100 per week

MPU
300 x 250px
£100 per week

newsletter
450 x 100px
£120 per week

Contact Jenny | 07811 878 394 | ads@brixtonblog.com

BRIXTON
Bugle

Print run 10,000 monthly

Distribution 3,000 Bugles are personally handed out at Brixton tube on the last Friday of the month, with the remainder distributed via dedicated bins from Tesco Acre Lane, Sainsbury Brixton Water Lane / Tulse Hill, Brixton Recreation Centre and in cafes, bars and shops throughout Brixton town centre and markets. Also available in Lambeth libraries, the Black Cultural Archives and neighbourhood community centres and tenants' associations.

Reasons to advertise

- **It has an active readership.** *Bugle* readers have to **want** to get their hands on a copy. It is not dumped on their doormats.

- **It's local.** An advertisement in *the Bugle* means you want to talk to Brixton. *Bugle r*eaders 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 and illustrators and members of the community. It has no political or religious affiliations.

- **It's a balanced good read.** *The Bugle* celebrates all that Brixton has to offer while at the same time reporting on its most controversial issues with impartiality and a keen attention to the facts.

- **It's professional.** *The Brixton Bugle* was established to represent the best in local journalism - and it looks good - 52 gsm paper, stapled and with full colour throughout. All artwork is professionally finished to ensure that advertising looks its best.

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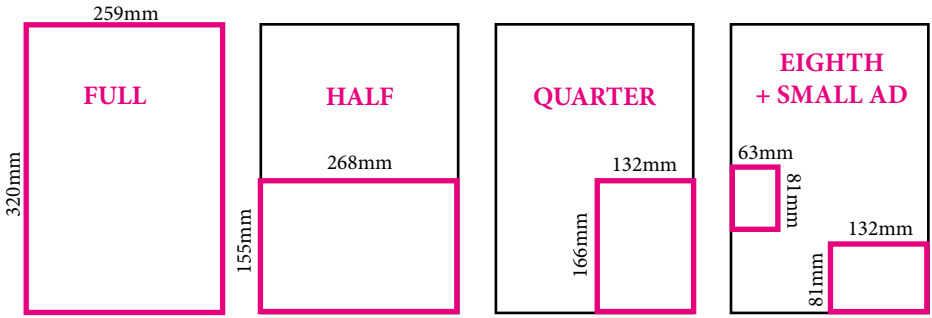
BRIXTON Bugle

Advertising Rates

Please note how much you can save with 3 ads which you can take over 6 months and will only be invoiced when you use them

Size	1 Insert	2 Inserts	3 Inserts	width x height
Small Ads	£60	£100	£150	64 x 81 mm
Eighth Page	£110	£200	£280	132 x 81 mm
Quarter Page	£200	£380	£500	132 x 166 mm
Half Page	£370	£700	£990	268 x 155 mm
Full Page	£700	£1300	£1800	259 x 320 mm



Adverts must be supplied in one of the following formats: PDF , TIFF or JPEG 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**

Deadlines (also see next page)

Final copy/design must be sent by the second last Thursday of the month prior to the month of publication. The issue comes out on the last Friday of that previous month.

For bespoke advertising design, please allow three extra days and submit by the 16th.

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BRIXTONBugle production deadlines

2016

FEBRUARY advertising deadline **Thursday 21 January**
publication date Friday Jan 29

MARCH advertising deadline **Thursday 18 February**
publication date Friday February 26

APRIL advertising deadline **Thursday 17 March**
publication date THURSDAY 24 MARCH

MAY advertising deadline **Thursday 21 April**
publication date Friday April 29

JUNE advertising deadline **Thursday 19 May**
publication date Friday May 27

Contact Jenny on 07811 878394
jenny@brixtonblog.com

Pay in Brixton Pounds and get 5% off. B£

Payment for all ads must be received by the copy deadline date (we reserve the right to not include adverts which are not paid for). Three or more issue packages require full payment in advance in order to receive the discount.