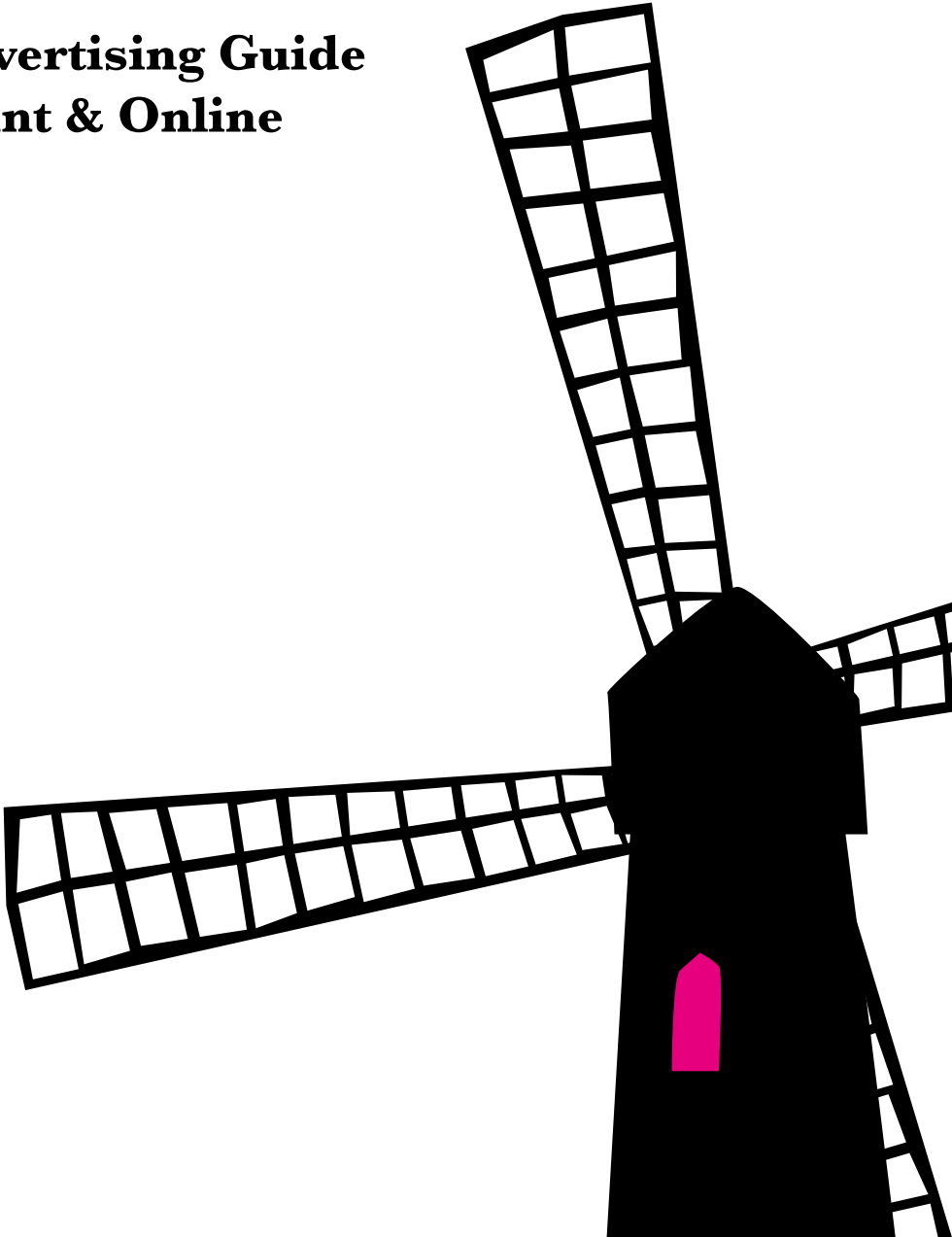


# **BRIXTON** **Blog+Bugle**

**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 monthly 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'**



# 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**

The screenshot shows the Brixton Blog homepage. At the top is the logo and a navigation menu with links for Home, News, What's On, Features, Culture, Sport, Opinions, About, and Advertising. Below the navigation is a search bar and a 'Blogs' section. The main content area features a large featured article titled 'Brixton to say no to pollution' with a photo of two children wearing face masks. To the right of this article is a 'Search Brixton Blog' box. Below the featured article is a 'Recent Posts' section with three smaller article thumbnails. At the bottom of the page, there are two more article thumbnails: 'Court closure would hit vulnerable, law centre warns' and 'Phoenix: a new Brixton venue'. A sidebar on the right contains a 'Job opportunities at Satay' advertisement and 'The Brixton Bonus' advertisement.

### banner

468 x 60px  
£100 per week

### MPU

300 x 250px  
£100 per week

### newsletter

450 x 100px  
£120 per week

The banner features the Phoenix Cafe logo and the text: 'Phoenix Cafe', 'Still serving the best all day breakfast in Brixton at only £4.50!', and 'Brixton'. There is a small 'Brixton' logo in the bottom right corner.

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 in McDonalds, Brixton Recreation Centre, Brixton Village, Lambeth libraries, the Black Cultural Archives and neighbourhood community centres and tenants' associations. It is also welcomed in the cafes, bars and shops throughout Brixton town centre and the market.

### Reasons to advertise

- **The Bugle 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* 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 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 impartially reporting on its most controversial issues. We run regular training programmes for local journalism students, providing valuable work experience and teaching best practices
- **It's professional.** *The Brixton Bugle* was established to represent the best in local journalism - and your brand will appear in a quality editorial environment. It is printed on 52 gsm paper, stapled and with full colour throughout.

**Contact Jenny | 07811 878 394 | [ads@brixtonblog.com](mailto:ads@brixtonblog.com)**



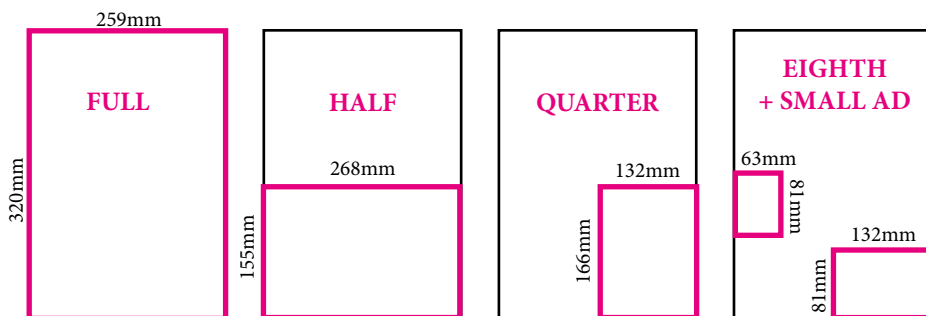
# BRIXTON

## 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
<b>Small Ads</b>	£60	£100	£150	64 x 81 mm
<b>Eighth Page</b>	£110	£200	£280	132 x 81 mm
<b>Quarter Page</b>	£200	£380	£500	132 x 166 mm
<b>Half Page</b>	£370	£700	£990	268 x 155 mm
<b>Full Page</b>	£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](mailto: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.

Contact Jenny | 07811 878 394 | [ads@brixtonblog.com](mailto:ads@brixtonblog.com)

## **2016 BRIXTON Bugle production deadlines**

**JULY/AUGUST** advertising deadline **Thursday 23 June**  
publication date **Friday 1 July**

**SEPTEMBER** advertising deadline **Thursday 25 August**  
publication date **Friday 2 September**

**OCTOBER** advertising deadline **Thursday 22 September**  
publication date **Friday 30 September**

**NOVEMBER** advertising deadline **Thursday 20 October**  
publication date **Friday 28 October**

**DECEMBER** advertising deadline **Thursday 17 November**  
publication date **Friday 25 November**

**NEW YEAR** advertising deadline **Thursday 15 December**  
publication date **Friday 23 December**

**2017 FEBRUARY** advertising deadline **Thursday 19 January**  
publication date **Friday 27 January**

**MARCH** advertising deadline **Thursday 23 February**  
publication date **Friday 3 March**

**APRIL** advertising deadline **Thursday 23 March**  
publication date **Friday 31 March**

**Contact Jenny on 07811 878394 [jenny@brixtonblog.com](mailto:jenny@brixtonblog.com)**

*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.*