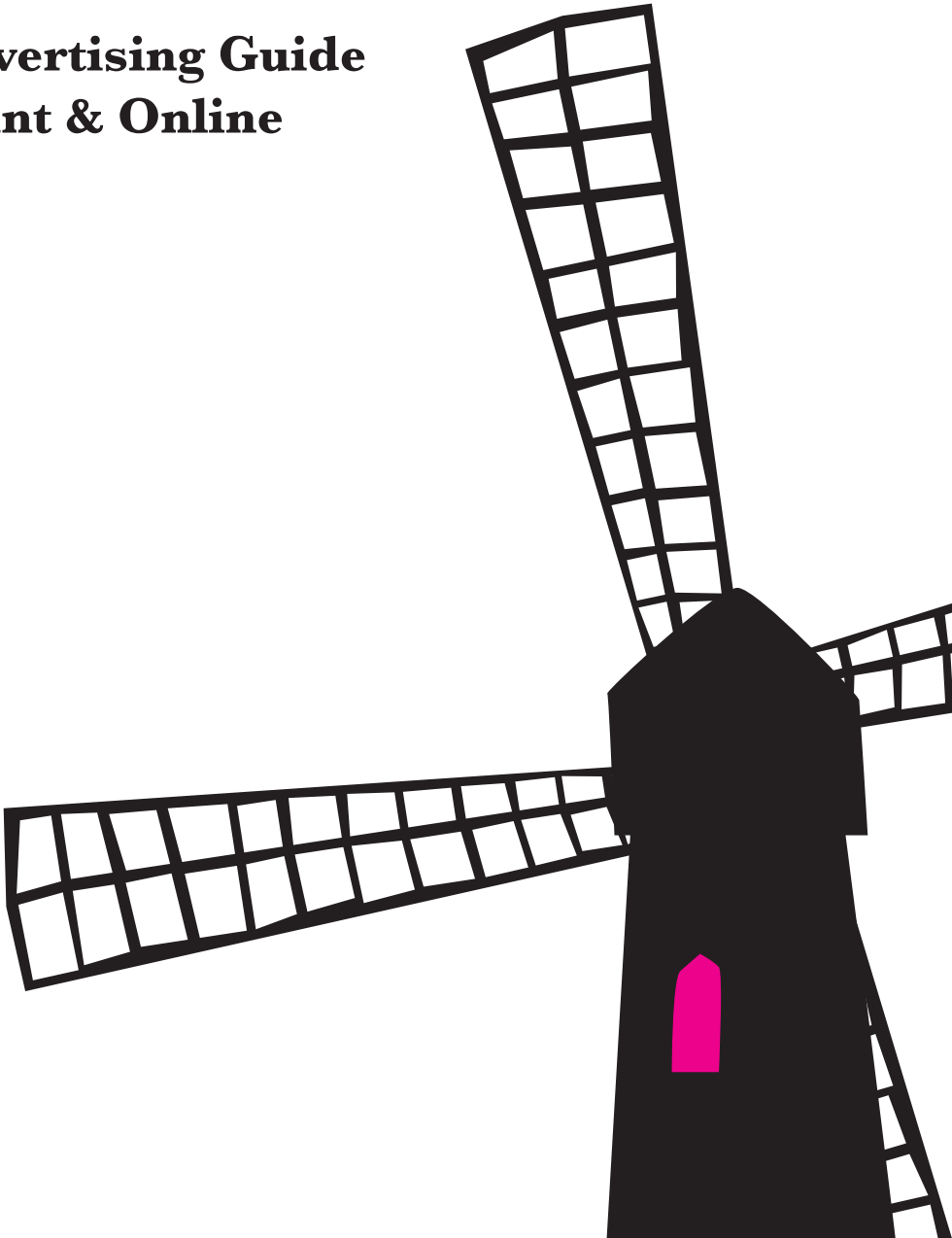


BRIXTON **Blog+Bugle**

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 attracts thousands of visitors from every month and has become a major international tourist destination. *The Brixton Blog* and *The Brixton Bugle* aim to celebrate Brixton's achievements while at the same time reporting on local issues for the benefit of the community and giving valuable journalism experience to trainee writers and photographers.

It provides local businesses with the perfect introduction an increasingly diverse source of new customers and also with the means of communicating 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 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.



BRIXTON

Blog

Brixton Blog is an online community rolling news site reporting on 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.

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

In a sample month 69% of visits were from new visitors of whom

- 27.5% were aged 18-24
- 33.5% were aged 25-34

The Brixton Blog also has a large following in social media with

- 28,000 Twitter followers.
- over 7,800 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.

The screenshot shows the Brixton Blog homepage. At the top, there's a navigation menu with links for Home, News, What's On, Features, Culture, Sport, Opinions, About, and Advertising. Below the menu is a featured article titled "Brixton to say no to pollution" with a photo of two people wearing face masks. To the right of the featured article is a search bar and a "Search Brixton Blog" button. Below the featured article is a "Recent Posts" section with three article thumbnails. On the right side of the page, there are two advertisements: one for "Blues Kitchen" and another for "Job opportunities at Satay". At the bottom right, there's a "The Brixton Bonus" advertisement.

banner

468 x 60px

£100 per week

box on side panel

300 x 250px

£70 per week

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

BRIXTON Bugle

12,000 monthly

Distribution 2-3,000 Bugles are personally handed out at Brixton tube on the last Friday of the month, with the remainder distributed via dedicated bins in McDonalds, Healthy Eaters Electric Avenue, 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 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 run regular training programmes for local journalism students, providing work experience and teaching best journalism practice.
- **It's professional.** *The Brixton Bugle* was established to keep the best local journalism alive - and 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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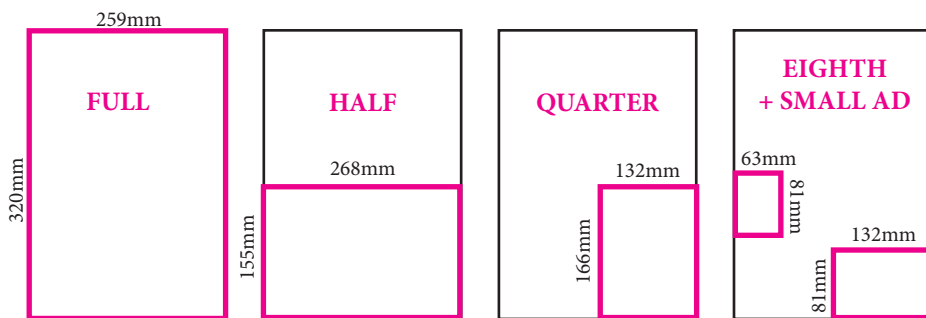


BRIXTON Bugle

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 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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BRIXTON Bugle 2018 production deadlines

FEBRUARY deadline **Thursday 18 January**
publication date **Friday 26 January**

MARCH deadline **Thursday 15 February**
publication **Friday 23 February**

APRIL deadline **Thursday 15 March**
publication date **Friday 23 April**

MAY deadline **Thursday 19 April**
publication date **Friday 27 April**

JUNE deadline **Thursday 31 May**
publication date **Friday 8 June**

JULY/AUGUST deadline **Thursday 21 June**
publication date **Friday 29 June**

SEPTEMBER deadline **Thursday 23 August**
publication date **Friday 31 August**

OCTOBER deadline **Thursday 20 September**
publication **Friday 28 September**

NOVEMBER deadline **Thursday 18 October**
publication **Friday 26 October**

DECEMBER deadline **Thursday 22 November**
publication **Friday 30 November**

Contact Jenny on 07811 878394
jenny@brixtonblog.com

*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.*