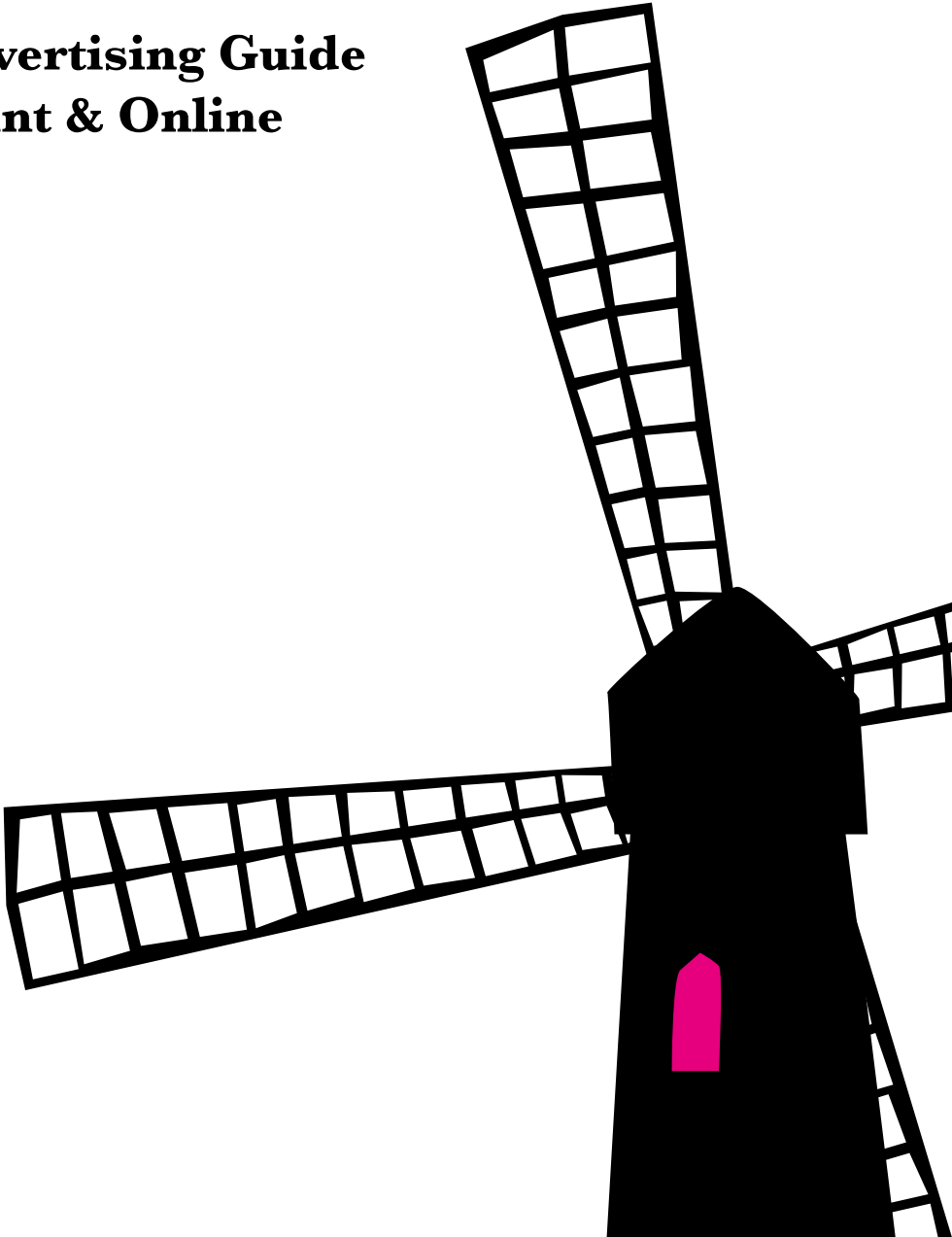
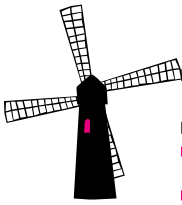


# **BRIXTON** **Blog+Bugle**

**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 the people who live here.

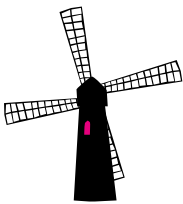
It attracts thousands of visitors from all over London and has become a major international tourist destination.

*The Brixton Blog* and its companion monthly newspaper *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 providing valuable journalism experience to young writers and photographers.

We also provide local businesses with the perfect introduction to a diverse source of new customers and as well as the means of communicating with Brixton residents.

- *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 have no political or religious affiliations.
- 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 companion newspaper to *The Brixton Blog*, our online rolling news website. *The Bugle* is published once a month, and carries additional features. Both are published by Brixton Media - a not-for-profit social enterprise, supported solely by advertising from the local community.





# 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.



**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](mailto: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.

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



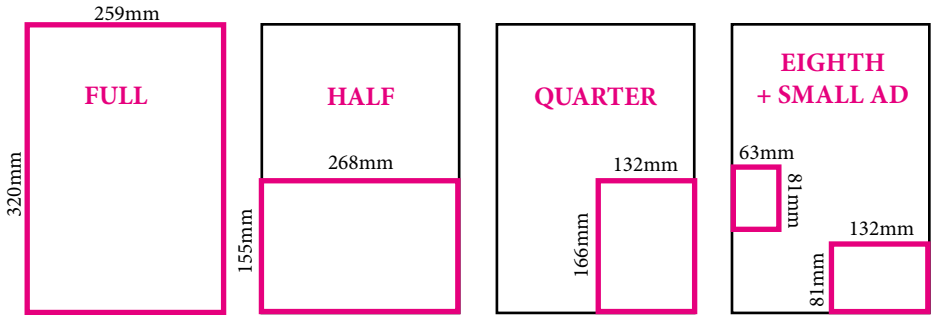


# BRIXTON Bugle

## 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. See next page for precised deadlines and publication dates.

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

# **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 5 July**  
publication date **Friday 13 July**

**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 (tbc)**

**DECEMBER** deadline **Thursday 29 November**  
publication **Friday 7 December**

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