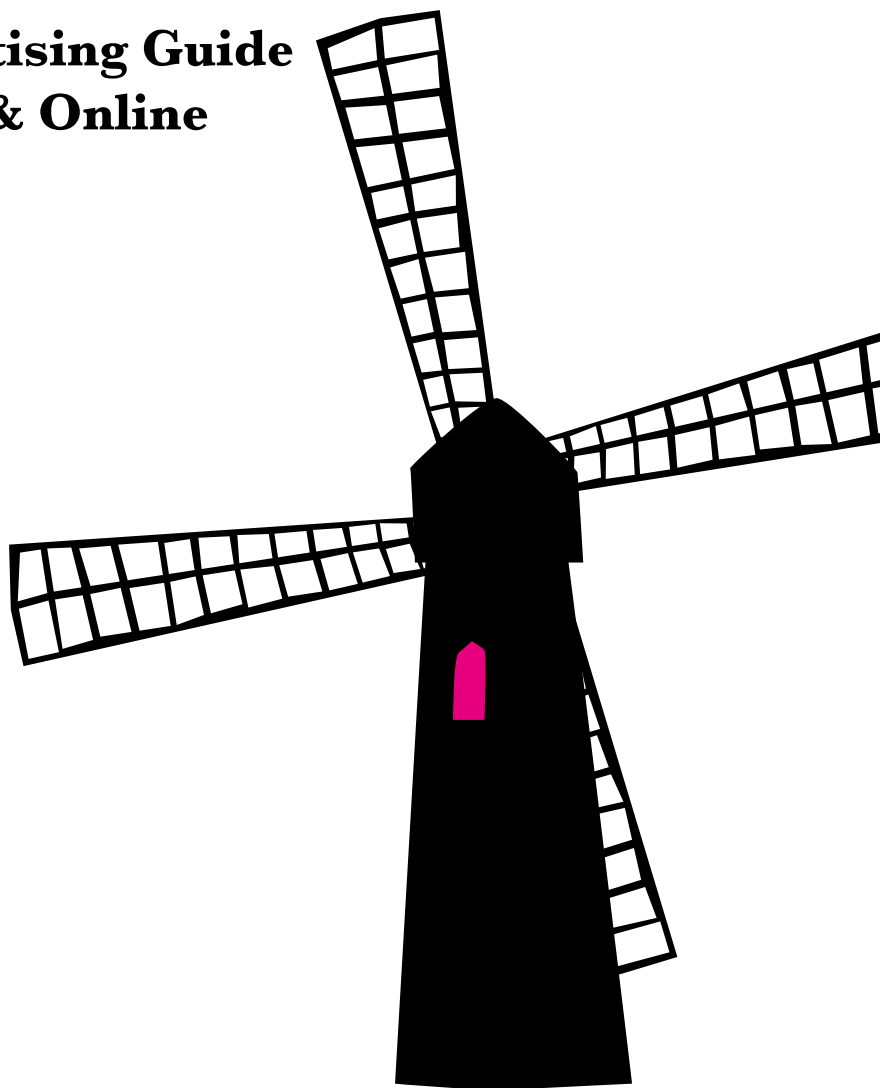
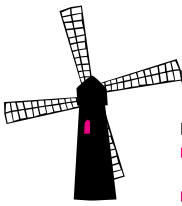


BRIXTON **Blog+Bugle**

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.

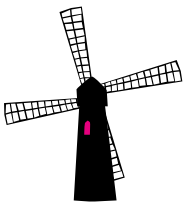
It attracts thousands of visitors from all over London and has become a major international tourist destination.

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 this wave of new customers as well as the means of communicating with their regulars.

- *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

other sizes

300 x 250px

£70 per week

The Brixton Blog has been redsigned and looks rather different from the image on the left. Ask Jenny for details of other sizes and postions while we work on a new media pack!

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.

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



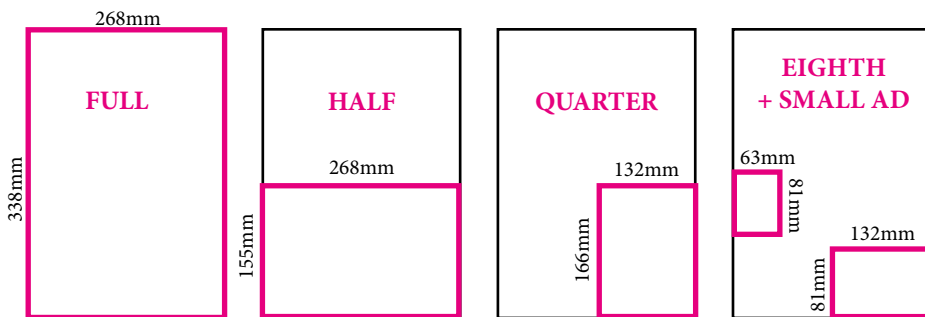


BRIXTON Bugle

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
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	268 x 338 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. See next page for precised deadlines and publication dates.

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

BRIXTONBugle 2019 production deadlines

FEBRUARY

Deadline Thursday 31 Jan

Publication date Friday 8 February

MARCH

Deadline Thursday 28 February

Publication date Friday 8 March

APRIL

Deadline Thursday 28 March

Publication date Friday 5 April

MAY

Deadline Thursday 2 May

Publication date Friday 10 May

JUNE

Deadline Thursday 6 June

Publication date Friday 14 June

JULY/AUG

Deadline Thursday 4 July

Publication date Friday 12 July

SEPTEMBER

Deadline Thursday 22 August

Publication date Friday 30 August

OCTOBER

Deadline Thursday 19 September

Publication date Friday 27 September

NOVEMBER

Deadline Thursday 31 October

Publication date Friday 7 November

DECEMBER/JANUARY

Deadline Thursday 4 December

Publication date Friday 11 December

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.