

MEDIA
PACK

BROADSTAIRS BEACON

Spring 2020 • Modern-day Seaside Stories



FREE





We publish free print magazines about seaside towns - magazines that tell the most exciting and inspiring modern-day stories showcasing the bright side of these amazing communities.

Our magazines are packed with features covering art and culture, music, business, food and drink, homes and interiors, local people, community issues and much more. They are also award-winning: in 2020 the *Margate Mercury* was awarded Highly Commended Magazine of the Year in the Kent Press and Broadcast Awards.

Our roots are in Margate where we launched our first magazine, the *Margate Mercury*, in 2016. Since then we have launched two further titles, for Ramsgate and Broadstairs. Each magazine is led by an editor who lives locally and is passionate about their town, commissioning locals to write about what matters to locals. We also have a core team - including an advertising director, designer, subeditor and editorial director.

As we have no outside funding, and no sponsors, our magazines are completely independent and unbiased in their content. We are also regulated by IMPRESS.



Margate Mercury



Ramsgate Recorder



Broadstairs Beacon



Whitstable Whistler



Deal Despatch





About us

The *Broadstairs Beacon* is a bi-annual print magazine about the seaside town of Broadstairs in Kent. The magazine was launched in summer 2019 and features a range of stories covering art and culture, music, food and drink, community issues, and much more. With a new editor on board for 2021, this year is set to be an exciting one for the magazine.



Jen Brammer

AD DIRECTOR & DISTRIBUTOR

I just love distribution day in and around Broadstairs. While we've not been around for long, the *Beacon* is always so well received and locals even ask me for copies as I'm delivering. We are always looking for more stockists, so please get in touch with me to add you to the list.

jen@broadstairsbeacon.com



Melissa Todd

EDITOR OF THE BROADSTAIRS BEACON

Melissa is a writer and performer, newsreader on Academy FM and director of Hags Ahoy Theatre Company. She lives in Broadstairs.

melissa@broadstairsbeacon.com



FOOD & DRINK

Our food and drinks section features the latest food news for the town, as well as more in-depth features on local culinary business owners and entrepreneurs. There is always something new and exciting happening in the Broadstairs food scene and we love to share it!



Food News

Compiled & written by Sophie Morris
Illustrator Rebecca Thomas (beckyismynname.co.uk)

Where to dine out, toast the sunset or stock up for a picnic on the beach this summer



Ask for a window seat at **Wyatt & Jones** (23-27 Harbour St, wyattandjones.co.uk) and dine with a sweeping view across Viking Bay. Not that the food isn't entertaining enough: the contemporary British menu makes the most of the local catch with crab dumplings and huge clams in a seaweed broth, hake with prawn bisque and pickles, and a whole John Dory served with chilli and olive. There are fabulous oysters too, a fine range of gins, and the best breakfast in town. Family-run Italian **Posillipo** (14 Albion St, posillipo.squarespace.com) also has a view of the sea from its terrace, and is celebrating 25 years in town this summer.

There's something for everyone here: antipasti, pasta, pizza, fish and meat, and a three-course children's menu for £6.50. Make sure you book. Next door is the **Royal Albion Hotel** (6-12 Albion Street, albiombroadstairs.co.uk), the spot for cracking classics like prawn cocktail, cod and chips, scampi and ham and eggs. Head for the large terrace if you're eating with a crowd. **Star of the Sea** (34 High St, fishandchipsbroadstairs.co.uk) has the tastiest fish and chips and is only a stroll away from the benches and lawns overlooking Viking Bay. Vegan chippy **Veg 'n' Out** (34-36 Albion St) serves "vish 'n' chips" and other meat-free fast food. **Stark** (1 Oscar Rd, starkfood.co.uk) is a small restaurant with big ideas and brilliant talent. It's a tasting menu-only restaurant from chef Ben Crittenden and his wife Sophie. The £60 six-course menu might include pistachio, goat's curd and grape; spiced pigeon, smoked beetroot, liver parfait and buckwheat; and a dessert of coconut, chocolate and date. For a much more casual evening try **Neptunes Hall** (Harbour St, neptuneshall.co.uk), a recently-renovated Shepherd Neame pub serving wood-fired pizzas from £8 in the garden; or newcomer **The Little Sicilian** (45 York St, the-little-sicilian.business.site), a great Italian that's packed on weekdays already.



The wealth of micropubs in Broadstairs reflects the many fine ales brewed across the county. If you need a drink as soon as you've hopped off the train, your first stop should be **Mind the Gap** (156 High St) for a pint from local brewery Gadd's. Try Cloud Surfer, a hoppy Kentish golden ale, or Black Pearl oyster stout.

On the way to the beach stop at **The Thirty-Nine Steps Brewhouse** (11-13 Charlotte St), named after the spy thriller which John Buchan began writing here. You'll find lots of comfy seating, craft ales, £6 negronis and spritzes, and nachos, chilli and veggie curry to line your stomach.

The Chapel (44-46 Albion St), sister pub to Margate's The Lifeboat, is packed to the gills with fascinating books and cosy nooks to relax in. It serves BrewDog ales and pie and mash with a side of live music.

The newest micropub on the block is **The Pub** (8 The Broadway), run by three brothers and friends. They have Canterbury, Gadd's, Wantsum and Time & Tide among the many Kentish ales and craft beers, as well as board games and a cute pub dog.

When you're ready to stretch your legs, it's a 30-minute walk to the characterful **Yard of Ale** (61 Church St) in St Peters, a very dog-friendly pub in a former stable block, with straw strewn around the cobblestones, and a covered outdoor area. There are local ales like Northdown on from £3 a pint, and smashing pork pies.

If you've made it this far, you deserve a visit to the **The Four Candles** (1 Sowell St, thefourcandles.co.uk), the smallest brewpub in Britain and named after the Two Ronnies' famous 'fork handles' sketch, itself based on Harrington's ironmonger in Broadstairs. Mike Beaumont brews cask ales in his tiny cellar and sells Biddenden ciders and wines to loyal customers in the cosy one-room pub.

Foodie Shopping Guide

Broadstairs has a small and concentrated shopping centre where you'll find everything you need for dinner, a picnic or BBQ without getting in the car

Fruits de Mer
10 The Broadway

This fishmonger has an outstanding range of fish and seafood from boats in Kent and Sussex as well as Scotland and the South West. Try local skate, sea bass, Dover sole, bream and hake, or pick up dressed crabs and lobster. There are more types of prawn than you've had fish suppers, fresh salmon, trout, and sushi-grade tuna. Open every morning and until 2pm on Fridays and weekends; get there early.

Chef and Butcher
69 High St

Head to this butcher for a stunning range of cuts, including house-made sausages and ready-prepared BBQ items including lamb kofte, racks of ribs and chicken and beef kebabs. It's famous for its chicken kiev - forget any preconceptions and stock up on the huge treats piped full of garlicky butter and coated in crispy breadcrumbs. There's also cheese from the Cheesemakers of Canterbury and the very popular Daphne's Kentish Kimchee, made right here in Broadstairs. chefandbutcher.co.uk



The Bottleneck
7-9 Charlotte St

This independent wine shop, run by Chris and Lin for over 30 years, has an outstanding range of wines, beers and spirits, including plenty of local tipples: Biddenden and Chapel Down wines; Anno, Chapel Down, Dockyard and Greensand Ridge gins, and innumerable beers and ciders.



Smiths Coffee Bar
8 Dundonald Rd

Don't miss a visit to this cafe for delicious coffee and more Viking Bakehouse treats, such as sourdough with peanut butter or raspberry jam-packed brioche doughnuts.



J Prentis
31 High St

This fifth-generation grocer stocks a bounty of local and seasonal produce. In summer the strawberries, raspberries, cherries and plums come from the nearby Stour Valley, and there's local asparagus, watercress and tomatoes. jprentis.co.uk

The Thirty-Nine Steps
Delicatessen

5 Charlotte St

Here you'll find high quality pastas, pulses and oils, marinated olives and anchovies and Viking Bakehouse sourdough.



LOCAL MAKERS & ARTISTS

We have featured a range of local makers, artists and craftspeople in the magazine, including a fashion designer, jewellery-maker, graphic designers and a mosaic artist, and we're always on the lookout for more creative talent to feature.



Gem Blastock

Turquoise Gem Textiles

Gem Blastock's business is Turquoise Gem Textiles, the "turquoise" a nod to her love of the sea. She specialises in textiles, prints, greeting cards and wrapping paper. Her workspace is inside the house, print studio in the basement, art studio upstairs overlooking her sister Ami's (AB Jewellery) workshop in the garden. Gem fell in love with printing at college and decided to pursue a textile degree specialising in that discipline. Her prints were initially based on seaside nostalgia. She then developed the dot technique to bring her drawings alive, giving depth and life to her squid, sea horses and whales. "My pointillism brings its own excitement and it's my signature technique," she says. "Broadstairs influences me massively, it's the core of who I am. I'm always beach-combing. I'm currently working on developing my own ink from chalk - a big experiment - and I also want to

make seaweed ink. Anything I can do to make my business more sustainable. I already use recycled paper. Making my own ink from materials found in Broadstairs would enhance that. Acrylic ink has microscopic particles of plastic in it, which I don't want to use." Her typical customers are relocated Londoners doing renovations, young families who start off buying one print from her and then start collecting. "This year I'd like to expand into more home decorating - cushions, lampshades, wallpaper. And colour. I'd love to do squid and jellyfish in colour."

To see Gemma's work visit turquoise-gem-textiles.myshopify.com or follow her on Instagram (@tgetextilesuk) for updates on local events where she'll be selling her work, such as Margate Made and the Dreamland Christmas Market



Ami Blastock

AB Jewellery

Jewellery-maker Ami both designs her own pieces and remodels jewellery. By that she means you can bring a piece along that feels old-fashioned or has unhappy connotations but with good raw materials, and she will then ascertain what she can make from it and either sketch up a design of her own or respond to inspiration you've brought along.

Ami discovered jewellery-making by accident after a two-year career as an accountant. "It wasn't me, so I decided to study interiors," she says. "During the foundation year, a silversmith came in to teach us, and that was that. I was addicted. I even changed college! My degree work was all about concepts, but I really learned a lot more afterwards working in the industry. If I could do it again, I'd do an apprenticeship. You pick up a better understanding of technical aspects." "All my jewellery is made from

recycled materials. Usually clients will bring in pieces of jewellery and commission a new design. Some people will want me to do the design and others will bring their inspiration. I get them to look at my work so I get a feel for what they like. Also, sometimes they are adding on to pieces I've already made for them, to a collection of stacking rings for instance."

Sitting in Ami's cosy studio with the stove flickering, her little dog Otis burrows into the basket by her feet. The collection of her granddad's tools is proudly displayed on the walls, as is the frankly massive tree trunk her partner brought back from Spain, on which she hammers out her metal (steel underlay dents, wood absorb). Ami emphasises everything in her studio has meaning to her. "I'm very proud of my heritage and the fact that Gem and I are artistic and making a living from our creativity."



It's not only the jewellery that is made from recycled materials; her studio space was built using old wood. "In the garden there was a garage full of the ceiling of wood from when our house was done up. Most of that wood has been repurposed to make walls in here, as you can probably tell from the patterns. I've been here two and a half years now. Gem and I started our businesses around the same time. And living in St Peter's I usually walk to work with Otis."

To see Ami's work visit abjewellery.myshopify.com | @abjewellery

"I'm very proud of my heritage and the fact that Gem and I are artistic and making a living from our creativity"



COMMUNITY

We love to highlight the people making a positive difference to the town, from interviewing the founder of the Thanet Disabled Riding Centre to the people who work hard to make Broadstairs' Folk Week a success.

18 | **WIDENORWICH**

Festival Folk

Writer: **Dale Shaw**
Photographer: **Chris Bedford**

This summer, Broadstairs' Folk Week returns to the town, a celebration of the folk music scene. It's a chance for the town to come together and enjoy the music of the past and present. The festival is a mix of traditional folk music and contemporary folk, with a focus on local talent. It's a chance for the town to celebrate its heritage and the people who have made it what it is today.

Joe Tully
Festival Director

"People love the festival for the same reason I do - because it's very English and vaguely eccentric and it's a fixture in local life"



Chris Bedford
Festival Photographer

"My daughter Bonnie was actually born in a tent at Folk Week in 2012 - so it's a real family affair!"

The mane event

Writer
Dale Shaw

Photographer
Kat Green

Dale Shaw meets the 80-year-old, MBE-awarded founder of the Thanet Disabled Riding Centre, an organisation which has been helping disabled children in Thanet and beyond for over 40 years

The Thanet Disabled Riding Centre is a very special place. Nestling within the tranquil confines of Maurice House, a Royal British Legion-assisted living facility near St Peter's, it provides an oasis of calm and comfort just outside the bustling outskirts of Broadstairs. The driving force behind the centre is a very special individual. Nora Setterfield, who has just celebrated her 80th birthday, founded the centre and has dedicated her life to its continued success.

"I've always been with horses," she tells me. "The more I know people the more I love animals. They're not so complicated." A lifelong Broadstairs resident, she was recognised for her efforts with an MBE in 2013, an experience she describes as "exciting, but totally embarrassing". For 43 years now the centre has helped around 50 children a week with a variety of disabilities to gain confidence and riding skills through interaction with horses, thanks to a dedicated network of volunteers.



"The more I know people the more I love animals. They're not so complicated"

But it hasn't been an easy ride for the TDRC. Its history is littered with closures, relocations and a lack of funds. "To find our original site, we had bikes," Nora tells me. "We went around and we would peek over people's walls. We finally found

somewhere and asked if we could clear it." This was the centre's first home, but that site, and then a subsequent one, were sold out from under them as the area was developed. "Again we got on our bikes and had to trawl around looking over fences. And then we looked over this one." The centre found its current home next to Maurice House 33 years ago. But it did take a certain amount of subterfuge. "They asked me how much land I wanted. And they had this white stick. They walked away from me and stuck it in the ground once they felt I'd got enough. Once they'd left, I just moved the stick a bit further over. They still don't know." The area was densely wooded and it took a small army of volunteers,

friends and family to clear it. "Anybody who looked over the wall got a job. Hopefully this will be our final home." The TDRC finally had an established, permanent home. But in recent years it has suffered from a dwindling lack of donations and a shortage of volunteers. "We never experienced the lack of funding as we have in the last couple of years," Nora says. "Why it's been such a problem, I don't really know." "It costs about £150 a day to keep these horses. That's an awful lot of funding. And it is all raised from donations. Breakfast clubs, businesses, pubs - all walks of life. With a lot of people, we'll never know who they are unfortunately." The survival of the centre is vital for the continued wellbeing of

disabled children from Thanet and beyond. Carly and Danny travel from Herne Bay so their son Jack can ride with Nora's horses. "His confidence has grown immensely," Carly says. "The first time we came, Jack wouldn't even get out of the car. Now he'll go off and ride on the road. It's made a huge improvement." But what about the future of the centre? "I don't want people to forget us," Nora says. "I want to keep going the way I am, that's all I worry about." The thousands that have met and been helped by Nora are unlikely to ever forget her. To find out more or to donate to the Thanet Disabled Riding Centre visit tdrc.org.uk

Distribution
7,000



Also available
to read for
free online

Advertising
rates

FULL-PAGE: £400

HALF-PAGE: £250

QUARTER-PAGE: £135

LOCAL LISTING: £50

SERIES RATES AVAILABLE
ON REQUEST

NO VAT TO PAY



Estimated
readership
16,800




A social
media following
on Facebook



Stockists
100+

Publishing dates

BROADSTAIRS ISSUES 2021	PUBLICATION DATE	DEADLINE TO BOOK	ARTWORK DEADLINE	DISTRIBUTION
BB Spring	11 March	19 February	26 February	7000
BB Summer	10 June	13 May	20 May	7000
BB Autumn/ Winter	30 Sept	1 September	8 September	7000
Winter	2 December	4 November	11 November	5000

Design Specs

FULL

W: 240MM
X
H: 315MM

1/2

W: 240MM
X
H: 154MM

1/4

W: 117MM
X
H: 154MM

LOCAL

SEND OVER YOUR
LOGO AND COPY SET
TO 35 - 45 WORDS
WITH A MAXIMUM OF
4 LINES FOR CONTACT/
SOCIALS/WEBSITE
INFORMATION

PLEASE PROVIDE ASSETS IN
PDF FORMAT, CMYK, 300 DPI, NO BLEED.
CONTACT US FOR MORE DETAILS.

Testimonials

“Bubble have advertised within all Brightside Publications magazines for over a year now to predominately increase brand awareness locally.

The publications offer a key target audience for us and in turn have seen an increase in local enquiries and web searches since we started advertising.”

**BEN ROWE,
BUBBLE STUDIOS**

All Brightside publications

“It can usually be difficult to understand how well advertising works, so when clients say they saw my ad in the *Ramsgate Recorder*, it's great to know it's working.”

HANNAH RZYSKO

**LIFE COACH AND
YOGA THERAPIST**

Ramsgate Recorder

“I placed a quarter page in the winter issue of the *Margate Mercury* for my new business offering swimming lessons. The magazine has been out for just three days and I have already had two enquiries, so that's such a good start. It's often difficult to track advertising response, especially with print, but this is absolute proof that the *Margate Mercury* delivers.”

RAE SIMS, RISING TIDE

Margate Mercury

Our first advert in the *Margate Mercury* was in the spring of 2018 and we haven't looked back. While so many print publications have sadly fallen by the wayside, the *Mercury* continues to be a shining example of what's possible in terms of editorial, photography and purpose. We have had work through our advert but our main reason for advertising is to show our support for the *Mercury* and the manner in which it draws our local community together.

**IAN PRISTON,
BOYS & MAUGHAN**

Margate Mercury

Contact

Jen Brammer | Ad director
jen@brightsidepublishing.com | 07900588475

BRIGHTSIDEPUBLISHING.COM



broadstairsbeacon.com
@broadstairsbeacon