

MEDIA  
PACK  
2025

Spring 2024  
FREE

Modern-day  
Seaside Stories

# DEAL DESPATCH





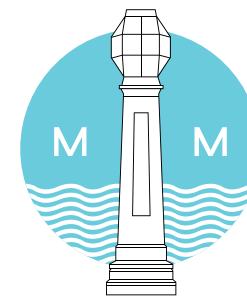


We publish free, uplifting print magazines which showcase the bright side of towns and cities in Kent.

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 2024 four of Brightside Publishing's magazines were awarded Kent Magazine of the Year at the Kent Press and Broadcast Awards. Brightside Publishing was also awarded the Kent Voices Award for featuring diverse and inclusive content and giving a voice to a wide variety of people and businesses in East Kent.

Our roots are in Margate where we launched our first magazine, the *Margate Mercury*, in 2016. Since then we have launched six further titles, for Ramsgate, Broadstairs, Whitstable, Deal, Folkestone and Canterbury. 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.

Our magazines are completely independent and unbiased in their content. We are also regulated by IMPRESS



**Margate Mercury**



**Ramsgate Recorder**



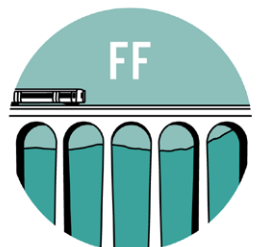
**Broadstairs Beacon**



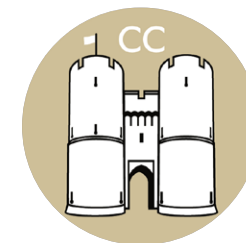
**Whitstable Whistler**



**Deal Despatch**



**Folkestone Foghorn**



**Canterbury Courier**







**The *Deal Despatch* is a tri-annual print magazine about the seaside town of Deal in Kent. The magazine was launched in summer 2021 and features a range of stories covering art and culture, music, food and drink, community issues, local people and much more.**



### **Jen Brammer**

#### **CO-FOUNDER & ADVERTISING DIRECTOR**

Having led advertising teams in national and local publications for 20 years, Jen joined Clare to work on the *Margate Mercury* in November 2017, having moved to Margate earlier that year. The natural next step was to expand the brand across Thanet as a team, and now further along the East Kent coast. When not working on the magazines Jen can be found roller-skating her children to school or swimming in the tidal pool.

**[jen@brightsidepublishing.com](mailto:jen@brightsidepublishing.com)**



### **Rachael Anderson**

#### **SOCIAL MEDIA MANAGER**

Rachael is a part-time primary school teacher currently working in a primary school in Dover. She also writes, sells pre-loved clothing, and distributes the *Deal Despatch*. She lives in Walmer and enjoys summer sea swimming and Deal's creative community.



### **Sophie Batchelor**

#### **ADVERTISING SALES ASSISTANT**

Sophie has over 20 years experience in the advertising and fundraising world. Having always wanted to live by the sea she took the jump and moved from Peckham to Margate in 2017. Her passions are anything involving cheese.

**[sophie@brightsidepublishing.com](mailto:sophie@brightsidepublishing.com)**





## BUSINESS

Deal is one of the few places in the country that has a thriving high street full of independent shops. An entrepreneurial spirit runs through the town and we're more than happy to share the many inspiring stories which we hear about.



### DEAL DESPATCH

## A DOLLOP OF WONDER

Photographer  
Danny Burrows

**Having a gazillion jobs between them (and two young daughters) hasn't deterred Larushka Ivan-Zadeh and Tom Moggach from starting a brave new venture that's already made quite an impression on Deal**

Ice cream is a magic food. It turns everyone into a happy child. But I've stumbled upon something even more magical than eating ice cream - making it. Properly. From scratch.

That's the reason my husband Tom and I founded Penny Licks, our artisanal gelato company, a year ago. It's the pleasure we get in growing and picking our own organic herbs and berries or foraging for new flavours on family walks along the coast. Or smashing a slab of home-made bonfire toffee to glossy smithereens with a toffee hammer (an actual thing!). We are passionate about conjuring up authentically delicious scoops of joy.

The idea for Penny Licks was sparked during the dark days of lockdown. Over the years, I had done various ice cream courses. Finally, I had the time to really experiment. With two young children at home, we started with the kiddie-pleasers. Dry-burning different sugars to create a dreamy salted caramel. Using fresh mint to rustle up a delicate, naturally-coloured green mint choc chip you'd never find in any shop. That inspired us to look further afield.

Soon our daily walks became a PYO grocers' shop. We foraged and infused blackcurrant leaves to create blackcurrant ripple, became frankly obsessed with the fragrant potential of fig leaves and, still one of my favourites (mainly because I don't have to share it with the children), a fennel flower and vodka vanilla.

Making ice cream cheered us up so

### DEAL DESPATCH

FOOD 47



much, we couldn't stop. So Tom started delivering free tubs to our friends. It cheered them up too.

Encouraged by their yummy noises, we took the plunge. We got some professional training, invested in a proper ice cream machine set up a dedicated manufacturing "lab" in Walmer and, most exciting of all, bought a vintage ice cream bicycle off eBay. We were suddenly in business.

From the very first we've been thrilled and humbled by how warmly the community of Deal has embraced us. We were invited to scoop our inaugural cone at a Deal With It event at the Captain's Gardens last July. Then our friends at Bygga Bo (the bakers of those addictive Swedish buns) nominated us for a stall at Deal Saturday Market.

We'll never forget that first day of market trading. It was a total washout - literally. Driving sea winds, bucketing rain. Our borrowed gazebo (sorry again, Jenny and Charles!) collapsed and we sold less than 10 cones to our

soggy family and friends. Yet we were blissfully happy.

It's undoubtedly been a steep learning curve. I'm a journalist and film critic by trade and I've never set up a business before. But from the market, it's snowballed. We've barely kept up with demand. Over Easter, to the delight of the kids, we all went on a "grand gelato tour" of Italy (documented on our Instagram feed) to learn the inside tricks of the trade from the maestros. Hitting between one to three gelaterias a day, it was a family holiday we could definitely all get behind.

We now have two bright blue bicycles (his 'n' hers), allowing us to cater for weddings, birthdays and other events - popping up in people's gardens, where our bikes can slip through the gate.

And we have a pleasingly loyal fan base for our pint tubs, which, we're told, have become something of a cult on the Deal dinner party circuit. (You can buy these online or from Deal Saturday Market. We can deliver to your door.) ►







## FOOD

From beach foragers to award-winning butchers, the Deal food and drink scene is fast-changing and always re-inventing itself. We share the latest news and interview the town's food innovators.



## BEACH TREATS

Main photograph  
siobhandoran.com

Not that long ago, you'd more or less have to rely on M&S for beach-friendly food (no, we don't miss you, St Michael). But nowadays there's choice aplenty whether you're planning a quick sundowner of a full-on party. Who needs a sandy beach?

### Friday night

It's the start of the weekend, so a glass of fizz must be in order. Head to **Le Pinardier** (102 High Street) to pick sommelier Marina's brains. Tell her what you like, what your budget is and she'll find the perfect match for you. We're particularly fond of Barnsole's 2016 old vine sparkling wine.

And to eat? Charcuterie and cheese in a box, of course! What's not to like? Having spent many years living in Spain, founder Mary Gleeson has a particular passion for the concept of sharing food with your favourite people. With lockdown the idea of presenting a beautiful and delicious food experience, direct to the customer's door, came to life. **Sea Graze** platters always feature a couple of "stars of the show" which change on a weekly basis. This might be a gorgeous Kentish cheese, English cured meats, or some punchy French cheese sourced via a wholesaler in London's Borough Market. To order, go to [seagraze.co.uk](http://seagraze.co.uk)



### Saturday morning

There's only one place to be on Saturday morning and that's at the Union Street market. Now largely food-focused, you can pick up your flowers, veg and home-made dog biscuits, too. If you're lucky you may score one of **Bygga Bo's** much-lauded Swedish buns which are particularly good when consumed with some restorative chai, available from the lovely people at the **Chai Stand** next door. **Real Deal Roasters** provide fresh coffee should you need a boost.

Head to the **Town Kitchen's** stall (also early - it's first come first served although you can order ahead) to pick up some of saucy Jill's award-winning knockers (coal mining-inspired artisan pasties with a difference) or a tasty scotch egg for lunch. And the Sausagegazy variety will definitely raise a smile. It's all rather Carry On (you may even pass Charles Hawtrey's blue plaque on your way back to the beach). Visit [kentishknockers.co.uk](http://kentishknockers.co.uk)

### Saturday evening

The brainchild of Miles Shirley, the **BBQ Bike** not only takes care of that tiresome cleaning of the grill but is super eco-conscious. Having seen pesky disposable barbecues piling up by the bins on the seafront, he came up with the idea of delivering a barbecue along with coal and all the kit to wherever you need it. Cook your chosen delicacy (kebabs from the **Black Pig**, sausages from **Deal Deli** or fresh fish from **Jenkins & Son** plus some veg from the **Merchant of Relish**, tuck in and the bike will come back to pick it up. To book your BBQ bike, DM on Instagram @thebbqbike.

If that sounds a bit too much like hard work, let Dexter of the **Soul Chef Kitchen** deliver you a punchy slice of Jamaican spice. Mixing Caribbean spices, traditional recipes passed down through many generations and local Kent produce results in something both surprising and succulent. His Ultimate BBQ Box includes (among other treats) jerk chicken and pork, brisket, plenty of sides and, of course, peas and gravy. Cajun fried catfish, traditional goat curry, ribs and burgers are all cooked to order and delivered free to the beach. Call 07377066851 or order online at [soulchefkitchen.co.uk](http://soulchefkitchen.co.uk) ►







## SOCIAL ISSUES AND HISTORY

Deal is a town steeped in history but also one at the forefront of national developments. Our coastal position means we've always had visitors, and our slightly off-the-beaten path location has fostered a few quirks worth sharing. Find out what's shaped us and where we're heading now.



## DEAL DESPATCH

COMMUNITY 15

# ADJUVATE ADVENAS

Writer  
Fay Franklin  
Photography  
Natasa Leoni

**Never has Deal's motto been more relevant than today, as refugees fleeing war and persecution flock to our shores for sanctuary...**

It's a brief Indian summer's morning on the Kent coast and, at 7am, the Channel is misted in a heat haze. France, often so clear you feel you could reach out and almost touch it, is invisible. But sunlight on the millpond sea is dazzling. On the clifftop a small group of people has settled in with binoculars, a telescope, folding chairs... and are scanning around them. Birders, perhaps, looking for peregrines? No, this is Channel Rescue, and they're searching for dinghies.

Channel Rescue is a small but expanding grassroots human rights group which aims to observe and document search-and-rescue operations and landings, acting as legal observers should it be necessary, and providing immediate support and comfort (snacks, water, foil blankets) if needed, to those recently arrived.

Shore-spotting patrols like this one take place daily, from dawn until about noon (by which time any vessels that left France under cover of darkness are likely to have arrived), at points along the Kent coast from the White Cliffs to Dungeness.

The past few days have been busy. Gentle winds and calm seas have seen record numbers attempting the perilous crossing of the world's busiest shipping lanes. The mighty tankers and container ships that pass through these narrow straits have no way of seeing a tiny inflatable in their path.

Yet this morning seems quiet from this particular viewpoint. It's almost 10:30 before someone says, "Over there!" and all bins are trained on something emerging from the mist. It's a grey inflatable, loaded with people. Two Border Force jet-skis we noted earlier are soon heading towards it, but it's the Walmer RNLI lifeboat that



comes out to bring the craft to safety, transferring most of the passengers to their bigger vessel, and we pack up as they set off along the coast.

We reach Kingsdown beach just as the lifeboat has unloaded and departed, and the inflatable is being dragged by the Coastguard up onto the beach. Within minutes there are two loud bangs and it deflates in seconds. A combination of the heat and over-inflation... "Imagine if that had happened out at sea," I hear someone say. Imagine.

Those whom it carried this far sit quietly on the shingle. They have nothing but the clothes they wear. Layers of them. Ready for English weather, but not this kind. "Look at them designer hoodies," a holidaymaker leaning on the rail, pint in hand, says, "they can afford them. Ninety quid, they are." I venture that they might be some rich kids' charity cast-offs but this man is having none of it, nor are his friends, who are giving the Channel Rescue volunteers a dressing-down.

Eventually the police arrive and soon the beach is clear but for the deflated dinghy and a pile of life jackets. As we get ready to leave, a couple sitting on the sea wall say, "Good for you, everyone's got a right to live, eh?" I ask if they're on holiday and they tell me they're staying at the holiday park for a week, so I ask where they're from. They laugh and say "Deal - we're on the ultimate staycation!" It's comforting to know that Dealites are living up to their town motto, "befriend the stranger".

To find out more about Channel Rescue see their Facebook page



## DEAL DESPATCH

TRADITION 17

# WHY THE LONG FACE?

**Is that supposed to be a horse? Seriously? We delve into the history of one of Deal's oldest – and oddest – traditions**



Writer  
Kathryn Reilly  
Images courtesy of  
Deal Museum,  
Barbara Saville,  
David Skardon

Illustrator  
Imogen Holliday

▲ Bob Skardon, whose band toured with the Hooden Horse ("played" by Elbridge Bowles). Photographed for Percy Maylam's book of 1909

If it's passed you by, the Hooden Horse is an East Kent tradition of uncertain origin that's still clip-clopping on. Or, more accurately, clack-clacking its huge wooden jaw. In truth, the "horse" bears only a passing resemblance to the animal it's named for (many have more of a crocodile's jaw). In fact, it looks a like a horse as imagined by a boatman who'd never been to the country. And he has his detractors - some locals still get the shivers when they see his rather sinister silhouette approaching.

So, what's it all about? In the days when entertainment was something you had to work at, and long before the welfare state was there to help, making money during fallow periods of work was essential. Morris dancers, guisers, mummers and the like would perform - often disguised or with their faces blackened with coal - to earn money from their bosses and other wealthier citizens. Many of these activities tied in with the end of the hop harvest, but the Hooden Horse is a Christmas beast (or a

winter solstice one, pre-Christianity). Traditionally, farm workers were the people hiding underneath the horse blankets. Halliwell's *Dictionary of Archaic and Provincial Words* (1882) describes that practice as "Hodeney": A custom formerly prevalent in Kent on Christmas Eve, when a horse's head was carried in procession." The Hooden Horse has been roaming our local highways for many centuries. Expert Julia Hall wrote, "Thousands of years before the Egyptians evolved their ▶



Distribution  
22,000  
a year



Over  
3,000  
followers on  
social media



Estimated annual  
readership  
52,800



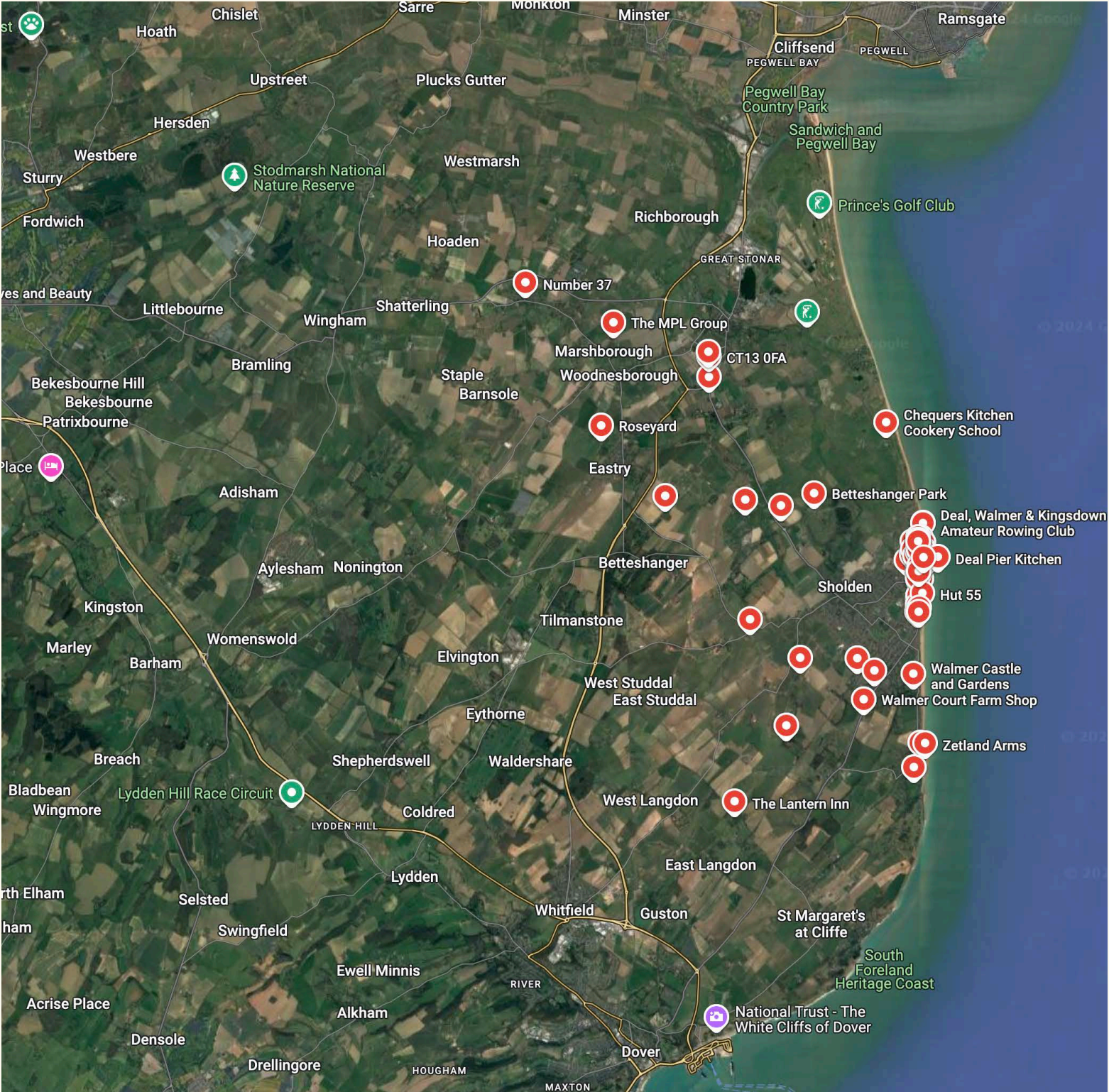
Over  
110+  
stockists  
See map [here](#)



Available to read  
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[brightsidepublishing.com/  
deal-despatch/](https://brightsidepublishing.com/deal-despatch/)

# Deal Stockists

VIEW FULL LIST [HERE](#)





# Advert sizes

FULL

1/2

1/4

W: 240MM  
X  
H: 315MM

W: 240MM  
X  
H: 154MM

W: 117MM  
X  
H: 154MM

Please provide assets in pdf format, CMYK, 300 DPI, no bleed.  
We also offer a design service from £25. Contact us for more details.

# Advertising rates +VAT

AD SIZE	1 AD	2-3	4-6	7-10	11-15	16-20	21+
Full page	£430	£390	£375	£355	£325	£300	£275
Half page	£270	£240	£225	£210	£190	£170	£150
Quarter page	£150	£135	£125	£110	£100	£95	£90

\* A £20 premium will be charged for all summer issues due to a higher distribution

# Publishing dates

ISSUES 2025	PUBLICATION DATE	BOOKING DEADLINE	ARTWORK DEADLINE	DISTRIBUTION
DD Spring	10 April	13 March	20 March	7000
DD Summer	3 July	5 June	12 June	8000
DD Aut/Winter	9 October	11 September	18 September	7000

“Bubble have advertised within all Brightside Publications magazines for over a year now to predominantly 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

“I have advertised with *Deal Despatch* and the response has been great! While I’m active on social media, not every potential customer engages with it. For me, alongside word of mouth, the *Deal Despatch* works as readers often pick up the paper at a bar or coffee shop where they sit down and have a good read in comfort. Advertising regularly helps people think of Take a Seat Upholstery when they have a project - they know where to find me. I like the quality content of paper which helps reflect the quality I deliver, too!”

JO HOLMES,  
TAKE A SEAT UPHOLSTERY  
Deal Despatch

“This weekend I had someone, who had spotted my advert in the *Deal Despatch*, who then attended a workshop. So, I have benefitted from advertising and no doubt will do again.”

WENDY ATKINS,  
CLOVERDALE GLASS  
STUDIO  
Deal Despatch

“It’s the quality of the *Deal Despatch* that persuaded us to advertise. It’s put together very professionally and distributed well in our local area. We think it’s a great way to reach out to our ice cream customers in Deal and the surrounding areas.”

OWNERS, PENNY LICK  
Deal Despatch

# Contact

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