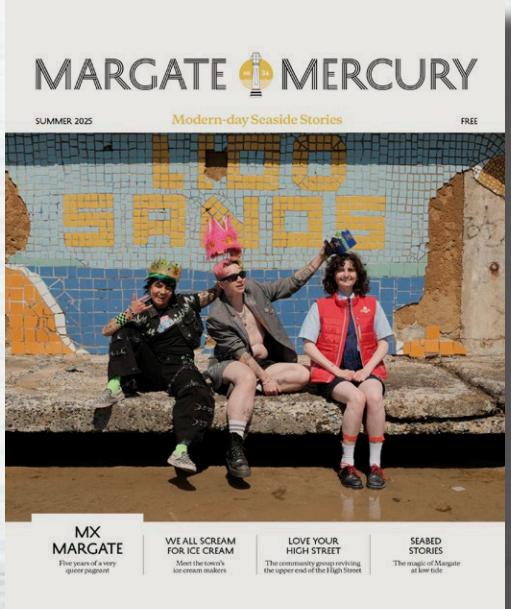


MEDIA PACK 2026



MARGATE MERCURY



AUTUMN 2025

Modern-day Seaside Stories

FREE





Brightside Publishing produce 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. Our core team are all local, designers, distributors and social media managers.

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



Margate Mercury



Ramsgate Recorder



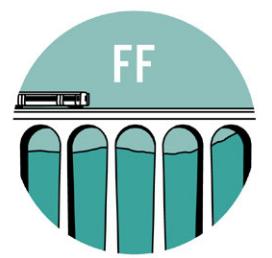
Broadstairs Beacon



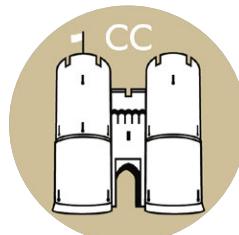
Whitstable Whistler



Deal Despatch



Folkestone Foghorn



Canterbury Courier



Faversham Firework



Rochester Rocket



About us

The *Margate Mercury* is a quarterly print magazine about the seaside town of Margate in Kent. The magazine was launched in the summer of 2016 and features a range of stories covering art and culture, music, food and drink, community issues, and much more.

Twinkle Troughton

EDITOR OF THE MARGATE MERCURY

Twinkle is an artist who moved to Margate in 2014. After establishing local arts blog Cloud CT9, Twinkle began working for *Margate Mercury* from its inception as the arts writer and editor. Twinkle has exhibited internationally, curates exhibitions and also runs *Margate Mercury*'s social media platforms.

twinkle@margatemercury.com



Lizzy Tweedale

DESIGN DIRECTOR

Lizzy teamed up with founder Clare Freeman in 2016 to create the first issue of the *Margate Mercury* and has been an instrumental member of the team ever since. For her work at Brightside she was awarded Kent Designer of the Year at the Kent Press and Broadcast Awards 2022. She lives in Margate with her dog Olive.

lizzy@brightsidepublishing.com



Jen Brammer

MANAGING 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 playing netball with friends or swimming in the tidal pool.

jen@brightsidepublishing.com





COMMUNITY

We love to highlight the people making a positive difference to the town: from the campaigners forming a union to protect renters' rights, to the pro-skaters building a world-class skate park for the local community, and the collective of young women championing diversity.

20 COMMUNITY MARGATE MERCURY

Save Our Shul
Help us preserve the Margate Synagogue

MARGATE MERCURY

CENTRAL CARS 88 88 88

20 COMMUNITY

AND WE ALSO WALKED

Writer
Lucy Edemarie

From the 1930 Salt March headed by Gandhi to the 1963 March on Washington led by US civil rights activists, walking has been used successfully as a means of protest for many years. As thousands of Thanet residents march against racism and structural inequality, we examine the origins of Black Lives Matter

Emmett Till was fourteen in August 1955 when he left Chicago to visit relatives in Mississippi. After the white female cashier at a grocery store accused him of behaving inappropriately, her husband and his half-brother abducted and beat Emmett, shot him and dumped his body in the Tallahatchie River. An all-white, all-male jury acquitted them. Emmett's mother fought for her son's remains to be returned to Chicago, insisting on an open-casket funeral. Newspaper and magazine images of Emmett's mutilated body sent shockwaves across America and beyond, and his killing is widely credited as a defining moment in the civil rights movement. In the words of Time magazine: 'We are unapologetically Black in our positioning... To love and desire freedom and justice for ourselves is a prerequisite for wanting the same for others; and "We work vigorously for the barbarousness of the crime, the public could no longer pretend to ignore what they couldn't see.'

Fast forward 57 years to the 26 February 2012. Seventeen-year-old African American Trayvon Martin is returning from a local convenience store to the house of his father's fiancée, whom he and his father are visiting. George Zimmerman, a white member of the neighbourhood watch, shoots and kills Trayvon, having reported him to the police as

suspicious. Zimmerman claims to have acted in self-defence, and the jury acquits him. It is this murder and its outcome that prompts founders Patrisse Khan-Cullors, Alicia Garza and Opal Tometi to establish the Black Lives Matter (BLM) movement.

Now a global organisation, Black Lives Matter Foundation Inc. states that it is "working for a world where Black lives are no longer systematically targeted for demise" and "imagining and creating a world free of anti-Blackness, where every Black person has the social, economic, and political power to thrive." Sharing their mission and beliefs on the BLM website, the founders also write: "We are unapologetically Black in our positioning... To love and desire freedom and justice for ourselves is a prerequisite for wanting the same for others; and "We work vigorously for the barbarousness of the crime, the public could no longer pretend to ignore what they couldn't see."

25 May 2020.

George Floyd.

Tragically, it took the very public murder of another unarmed black man to galvanize support for BLM

nationally and in countries as

disparate as New Zealand, Australia, South Africa, Japan, South Korea

and Brazil. Protests have been staged

across Kent, and some 3,000 Thanet

residents attended BLM marches

in Margate and Ramsgate to

21 COMMUNITY



into the criminal justice system; the Angiolini Review into deaths and serious incidents in police custody; the McGregor-Smith Review into workplace discrimination; The Public Health England Review into BAME deaths from Covid-19; The Equality and Human Rights Commission Healing A Divided Britain report. More than 500 recommendations have been made, with very few implemented. And yet a new government review into racial inequality was launched in June this year, to be led, reportedly, by ministers who question the existence of structural racism. Wounds are not healed by attempting to conceal them. Racism and its effects will never cease until we cease pretending to ignore what we cannot see.

Counter-protests and criticism of Black Lives Matter - including by a Thanet-based MP - also highlight the strength of feeling and disagreement surrounding the issue of racism. No doubt, the road to a fair and truly equal society is likely to be long and complex. Still, the journey to change has started. Oxford University announced the removal of a much-debated statue of Cecil Rhodes, the Rugby Football Union is set to review the use of "Swing Low Sweet Chariot", and the Bank of England says it will make reparations for slavery. From 360-degree history, to decolonising museums and defunding the police, we are starting to interrogate the stories we've been told and the beliefs that have stemmed from them; asking questions not only about the things we do, but why and how we do them.

In February of this year, Turner Contemporary opened its groundbreaking exhibition *We Will Walk: Art and Resistance in the American South*. Documenting the civil rights struggles in America in the 1950s and '60s, the show, which features and celebrates the work of black artists, attracted praise and saw large local visitor numbers before lockdown forced its closure. This happened in spite of Thanet's links with far-right groups such as the EDL and UKIP, and despite Margate being chosen as host for the first UK-based White Lives Matter march in 2016. Reflecting on the BLM marches in Thanet, many reported feeling "amazed", "moved" and "proud", both to be part of the anti-racist protests, and also to see so many local residents lending their support, particularly in light of understandable anxiety about the pandemic. The list of black lives "targeted for demise" was started centuries ago and contains millions of names. To cite a placard at a Thanet BLM march, "we must unite to destroy racism", so that six-year-old Gianna Floyd's words "daddy changed the world" can come true.



▲ Photographs courtesy of Lewis Venosta



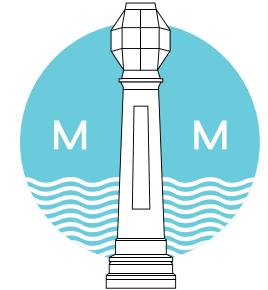
▲ Photographs courtesy of Lewis Venosta

Broadstairs, organised in June by the People Dem Collective and Hu Man. Like the BLM foundation, the participants were not seeking justice solely for an individual, but rather calling for an end to systemic racism. Of all ages and from many races, local protesters carried messages including, "Racism is the pandemic", "Why is ending racism a debate?", "If we can teach racism, we can teach equality", and "Justice cannot wait". Among the reasons given for attending the marches in Thanet were, "I've always been interested in human rights issues", "to raise awareness", and "because it is the right thing to do".

Ingrained in the public consciousness over the course of centuries, racist ideology rationalised the transatlantic slave trade, bolstered the propaganda war against abolition, and justified colonial rule. It shapes government policy, dictates what children learn in school, what we

hear and see in newspapers, in art, on the television and in film. It influences how employers view CVs, how we think about and treat each other. Black and brown people in the UK are overrepresented in Covid-19 deaths, in the prison population, in stop and search, unemployment and school exclusion figures. Simultaneously, they are underrepresented in positions of influence and decision-making. Also sobering is the knowledge that race-hate crime is reported to have increased by 193% in Kent from 2015 to 2018. And, according to a House of Commons briefing paper, Kent had the fourth highest level of recorded race-hate crime nationally in 2019.

As serving ministers write that "Britain is not a racist country", the list of reports finding evidence of structural discrimination grows longer. It includes the Race Disparity Audit; the Windrush Lessons Learned Review; the Lammy Review



FOOD & DRINK

For a town of its size, Margate has an incredible selection of restaurants, bars and cafés. We feature reviews, news and in-depth articles on culinary themes, alongside mouth-watering images.

Gone Fishing

MARGATE MERCURY

Where can I buy fish locally?

British cheese has been relegated to the back of the fridge for too long. Lisa Harris discovers the Kentish cheese producers making a comeback

FOOD & DRINK



British cheese has been relegated to the back of the fridge for too long. Lisa Harris discovers the Kentish cheese producers making a comeback

Talented and dedicated artisan cheesemakers are putting British cheeses back on the cheeseboard, and Margate is lucky enough to have several award-winning local producers nearby.

Historically, British cheesemakers' work has been hampered by restrictions outside of their control. As Ian Mather, owner of Quex Barn farm shop explains: "During the second world war all cheesemakers, both big and small, were forced to produce a single type of cheese nicknamed 'Government cheddar'. This meant all the unique farmhouse varieties ceased to exist. It's good to see that following this rapid contraction of British cheese types, we have rebuilt our reputation as one of the best cheese producers in the world. There are now lots of reasons to

encourage people to buy British cheese, but most importantly the quality is so good and the range is much more diverse than it was."

Interestingly, the second world war also meant that Kent lost one of its more famous cheeses. "Montgomery Cheddar, often regarded as one of the best cheddars in the country, was originally made in Minster, just down the road from us," says Corn. "But during the second world war the dairy herd was moved to Somerset, as it was feared the Kent countryside was vulnerable to German attack, and it was never moved back. But Montgomery Cheddar very much has its roots in Thanet."

MARGATE MERCURY

over mass consumption cheeses." Jane Bowyer, founder and owner of Cheesemakers of Canterbury, set up the dairy in 2007 just down the road in Dargate. Their cheeses are traditionally made by hand from the unpasteurised milk of British Friesian cows, collected in their own tanker from nearby Debden Farm, Petham. The milk is heated and hand-stirred before adding starter culture and rennet. Once the curd is cut to release the whey, the temperature is very gently raised and the cheese is left to settle, before being pressed.

If you're keen to support other Kentish cheesemakers, Dan Corn

recommends shopping locally: "Look for a deli that has a cheese buyer who genuinely loves cheese. Supermarket staff don't always know much about provenance. By visiting farm shops like Quex Barn, customers have an opportunity to engage with staff who are fully invested in the quality of the food and who can help inform customers on what they're buying.

For a lot of people, Covid-19 has given

more time thinking about their food and exploring smaller retailers. It's therefore important for me to offer them something that they won't be able to find elsewhere, and reward their decision to venture away from supermarkets."

With Brexit and increasing demand

for local produce, it looks like Kentish

and other regional British cheeses

could fill a gap left by international

cheese producers. "Up until now we mostly used Italian cheese at Bottega Caruso," explains co-owner and chef Simona Di Dio. "But we have used Ashmore cheese for our rocket and chard pesto and it works beautifully.

Another wonderful Kentish cheese is Ellie's Dairy goats cheese; we have

made ravioli filling with it many times,

together with my village honey and

grandad's chilli. It is so delicious!" With

all the obstacles that Brexit is creating

for us, we will look for some British takes on Italian cheese to use in our cooking."

Angela's and Dory's of Margate

restaurant-owner Lee Coad thinks we

generally make exceptional cheese in

this country. He also shares his wine

recommendations to pair with English

cheese. "If it is going to be an English

cheese then it needs to be an

English wine," he says. "The acidity of English wine is brilliant at cutting through the richness of brie-style cheeses. So for me it would be a simple Westwell Ortega with a sharper Bowyers Brie. You can tell when the cheese has been outside; it makes the cheese so much richer."

Cheesemakers of Canterbury pride

themselves on the Kentish taste of

their cheeses. "We have only ever got

our cow's milk from one producer,

Debden Farm, which is owned by

the Castle family. It's a simple

Westwell Ortega with a sharper

Bowyers Brie. Kentish cheese is

therefore unique because

of the taste of the place: "Like great

wine makers, we believe the milk, and

therefore our cheese, reflects the soil

on which the grass grows, and the

climate that nourishes it."

So next time you reach for the brie,

consider making it a Kentish variety.

You'll not only be supporting hard-

working local producers, but you'll

be getting a taste of Kent on your

plate too.

alive and varied depending where cattle have been grazing. "Cattle are moved from field to field as the grass grows to the best length for them to tear it out of the soil with their tongues," says George Ward. "So, unlike vines, they are not rooted in one particular terroir. One day they might be near a river, and a few days later on the top of the Downs, with the winds whipping down from across the North Sea. Petham, where our cows graze, is in a series of steep, narrow valleys that run from Canterbury to Wye. They're part of the great chalk Downs and home to an enormous number of wild orchids." Kentish cheese is therefore unique because of the taste of the place: "Like great wine makers, we believe the milk, and therefore our cheese, reflects the soil on which the grass grows, and the climate that nourishes it."

Toero - most often associated with

wine - is the understanding that the

geology and climate of a place imparts

flavour. So vines growing on chalk

or clay, mountains or low-lying land,

or in hot or cold climates, will carry

different flavours accordingly. The

taste of Kentish cheese is similarly



SLICE OF THE BEST

"My favourite cheese is Blackwood's Graceburn, an English-style feta made with organic cow's milk and stored in rapeseed oil. It's soft, milky and much more luxurious than Greek-style feta."

"Our favourite Kentish cheese by far is Dargate Dumpy by Cheesemakers of Canterbury. It's a ewe's milk camembert-style cheese. It needs to sit outside the fridge for a while, but once you're in, it's the most incredible thing ever! Super-gooey with an incredible taste; we love it on a wheat cracker with our Mushroom Marmalade."

"My favourite is Kentish Blue. It has a delicious depth of flavour and is beautifully complemented by a crisp Kentish apple and a local chutney. It should be left out of the fridge for half an hour before eating, as this allows the cheese to soften slightly and provides the best texture."

Ian Mather, Owner, Quex Barn farm shop



Kate and George, KG Winters, Margate

HOW TO EAT IT

Lee Coad, owner of Angela's and Dory's of Margate, shares his favourite Kentish cheese recipe (pictured left):

For the dressing:

1 tbsp of English mustard
1 tbsp of apple cider vinegar
3 tbsp rapeseed oil

Small young leeks Blackwood's Graceburn cheese

Make the dressing by putting all the ingredients in a bowl and whisking until it is emulsified (or pop it all in a jar and shake). At Angela's we put the whole leeks into our charcoal oven (we do the same on a hot oven at home) for 10-12 minutes. Once they're burnt on the outside the leeks will have steamed on the inside. Peel the outer leaves off until you are left with the soft centres. Place on the plate, pour over the dressing and add the crumbled English-style feta cheese on top.



MUSIC

Margate is famed for its music scene, hosting huge acts and nurturing a broad spectrum of musical talent. We're proud to feature musicians from almost every genre; jazz to alt-pop, country to rock, new wave to dance. Our small town continues to make a big noise and we're here to shout about it.

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RADIO WITHOUT RULES

Guinean musician Falle Nioke shares the story of his journey into music and to Margate

There's an infectious energy about Falle Nioke - everywhere he goes, he brings smiles and positivity. As I was preparing for this interview, I was taken back to the first time I met Falle. I saw his name mentioned by a lot of local Instagram accounts, including BBC Radio presenter Gemma Cairney. He was creating a buzz and I was desperate to work with him. When he turned up to the studio, just as when he turned up for this interview, I was greeted with an enormous smile and a hug. Falle has that rare quality of being extremely charming and likeable, while also being very humble and giving with his time.

Tell us about the language you use in your songs.

I actually speak nine languages, including Coniagi, Susu, Fulani, Malinké, Senegalese and French.

What inspired you to make music?

When I was a boy, growing up in Guinea, I had an overwhelming desire to play music. I was born in the city but I travelled to the local villages to live with my uncle and his people. In my village there was no urban music, we only ever heard native, local music. But I was always keen to branch out and learn more about reggae and dancehall music, as well as singing in my mother tongue. I'd see other places, towns and villages that were bigger than mine, they would have more diverse music. My village was a minority in Guinea and so we didn't have as much influence, but I just wanted to play and learn new styles.

What made you move to Margate?

I met my English wife - we were married in Guinea. We moved to the UK together and had our son. Why I came to Margate is a different kind of love story. Where I grew up in Guinea, I was always by the sea. As soon as I saw the Margate seafront, I said to my wife that I'm not going anywhere else, this is where we have to live. I think I made the right decision too. It's not just the sea, but the people have been so nice and made me feel so welcome.

Tell us about your instruments.

I play West African musical instruments - native to my home of Guinea. I make most of my own instruments. The gongoma was the first instrument I made. It is a hand-held instrument with the body of a guitar, but rounder and deeper, like a large bowl that is mostly covered. It has metal prongs over a small hole, which resonate inside the chamber when they're hit. The bolong is played sitting down. It's similar to a double bass, but smaller and the strings face towards you when you play. A friend made my bolong - I bought it from him. Where I grew up, it was normal to make your own instruments and to teach others how to use them. I always remember my own teacher - a man called Bangoura. He was a very old man I knew in Guinea and he showed me everything about how to build and to play these instruments.

Tell us about your work with Hughie Gavin from Margate Vocal Studio and the Social Singing Choir.

I met Hughie through Steven from Moshi Moshi. He linked us together and we met at Hughie's studio to do some recording. Hughie did the writing and I performed. It was a techno track called "Get a Room" and it was given a release in France. As well as the track we made together, Hughie has been giving me vocal lessons. He's really helped me in my performance and it was great to make the track with him.

You starred in the film *Falle Nioke, New Foundation* directed by Tom Dream. How did this come about?

It was during the World Cup in the summer of 2018 that I met Tom. I was having a coffee and watching the football when he approached me. He said to me, "What are you doing after the football, because

What is your favourite Margate hangout?

One of my favourite places to be is the harbour arm. I love the bars and cafés up there and it's such a great place to hang out in the evening when you're watching the sun set. I love being there.

If you were given money to invest in Margate, how would you spend it?

Something I think Margate would benefit from is a safe space for people to come and learn. I'd love to create a space for people who have disabilities, or learning difficulties, and also a space where the local young people can come to spend their time learning for themselves and also helping others. Of course I'd love to make this space have a core of music - teaching music as well as other lessons. I've seen the work at Arts Education Exchange and I think I'd like to see more money put into projects like that.

Tell us about your next project.

Well, I have an EP coming out soon called *Mousimousi*, which is taking a lot of my focus. I'm releasing it through Stephen Bass from Moshi Moshi and Prah studios. The EP doesn't have a release date yet, but I have a single coming out on 2 March called "Taimedy". Both the single and the EP will be available on Spotify and other streaming sites. Once they're out, I want to focus on a full album. This is something I'd like to record with other people. I'm on the lookout for members to form a full band and I'd like the full album to be recorded with a band and to be released by the end of 2020.

If you are interested in working with Falle, message him on Instagram (@falle_nioke) or e-mail fallenioke1@gmail.com



Called by song and sea

Writer

Adam Tinnion

Photographer

Sheridan Dublin

Guinean musician Falle Nioke shares the story of his journey into music and to Margate

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Tell us about the language you use in your songs.

I actually speak nine languages, including Coniagi,

I am still working on my English! When I sing, I usually use one of the first four languages I have mentioned, and I sometimes add French and English words into my songs.

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Falle's playlist

● MORY KANTE *Ye Ye Ye*

When I listen to this song, it reminds me of my childhood. Mory Kante was the first Guinean artist to gain global fame.

● OUMOU SANGARÉ *Ah Ndiya*

Every time I hear this song, it gives me goosebumps and I absolutely love it. I feel like it gives me confidence and I listen to it before I go to the studio.

● BAABA MAAL *Mariama*

I love the tone of Baaba's voice - he really makes me feel inspired. Whenever I go home to Guinea and hear this song, it makes me get up and dance.

● BLACK UHURU *Guess Who's Coming to Dinner*

This song makes me feel good and gets me motivated in the morning.

● PETER TOSH *Johnny Goode*

This one is a twist on the iconic original song. Peter Tosh is one of my reggae idols and I love what he did with this track.

● IBAR MAIR *Mama Rose*

A lot of the music I listen to brings me energy to keep making my own music. This one is the same - and in fact everything by Ibar gives me energy.

● SALIF KEITA *Manju*

Salif Keita is one of the most iconic and successful West African artists and his music reminds me of home.

● BOB MARLEY *Redemption Song*

The undisputed King of Reggae - I would listen to him all the time when I was growing up in my home-town of Conakry.

● ISMAEL LO *Jammu Africa*

For me, this song is a real nostalgic piece. It always makes me think of the people I know who have passed away and the suffering of my people. It also makes me think about the people who go abroad and never return. It's a song about loss.

● ALI FARKA TOURE & TOUMANI DIABATÉ *Kana Kasse*

Before I started making traditional Guinean music, this is the kind of thing that inspired me. The guitar and the kora speak to me. I find inspiration to write music when I hear this song and it makes me want to sing.

Listen here:
bit.ly/falleplaylist

Distribution
34,000
a year



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**Estimated annual
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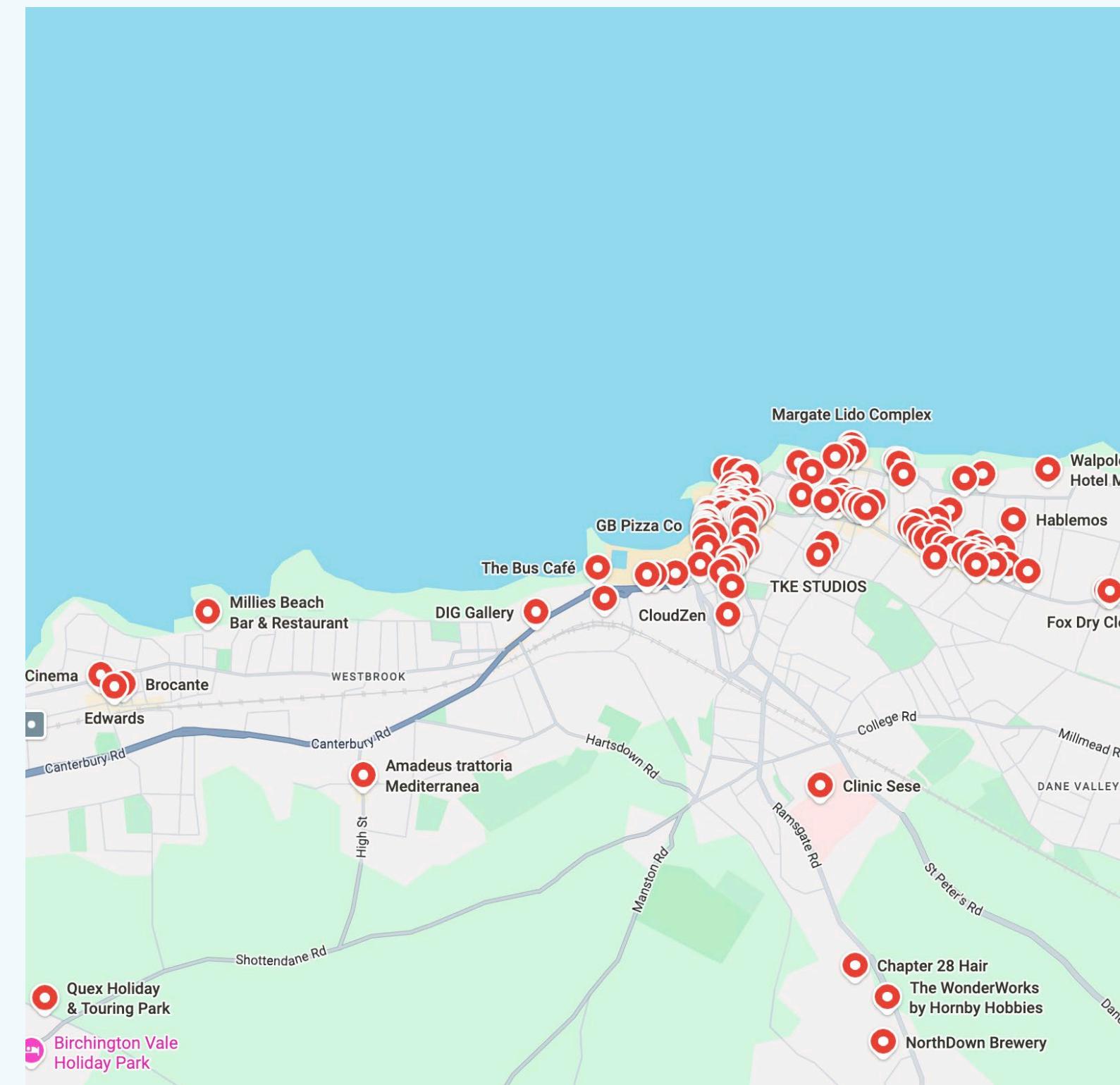
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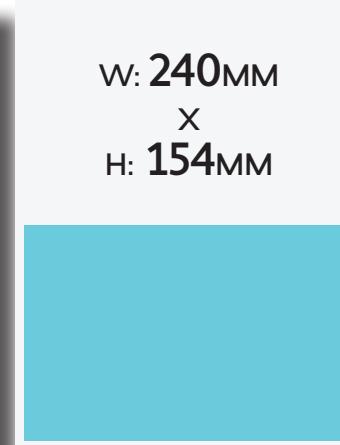
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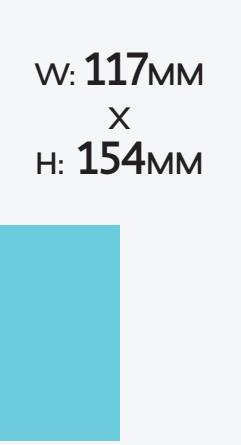
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1/2



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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 2026	PUBLICATION DATE	DEADLINE TO BOOK	ARTWORK DEADLINE	DISTRIBUTION
MM Spring	26 February	29 January	5 February	8000
MM Summer	28 May	30 April	3 May	10000
MM Autumn	27 August	30 July	6 August	8000
MM Winter	26 November	29 October	5 November	8000

Testimonials

“Bubble have advertised within all Brightside 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

Advertiser across all Brightside publications

“I look forward to reading each edition. They make Margate come alive and show what a wonderful vibrant and creative place it is to live.”

CAROL

Margate Mercury reader

“I just picked up a copy of your free paper and may I say it's like a breath of fresh air. All positive, plenty of interesting and informative articles. Well done.”

CARONNE

Margate Mercury reader

“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 advertiser

“Our first advert in the Margate Mercury was in the spring of 2018 and we haven't looked back. Whilst 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 AND MAUGHAN

Margate Mercury advertiser

Contact

Jen Brammer | jen@brightsidepublishing.com | 07900588475
Sophie Batchelor | sophie@brightsidepublishing.com | 07534410401

BRIGHTSIDE PUBLISHING.COM

