

MEDIA PACK 2026



Winter
2025
FREE
Modern-day
Seaside Stories

WHITSTABLE WHISTLER





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



The Whitstable Whistler is a quarterly print magazine about the seaside town of Whitstable in Kent. The magazine was launched in spring 2021 and features a range of stories covering art and culture, music, food and drink, local people and much more.

Eve Chataway

EDITOR

Eve has lived in Whitstable for seven years, having previously resided in sunny Sydney, Australia. She has a wealth of experience as an Editor, having worked for several years at a homes and interiors publishing company providing columns and supplements for publications including the *Daily Telegraph*, *Evening Standard*, *Woman & Home* and *Sunday Times*.

eve@brightsidepublishing.com



Hannah Attwell

DESIGNER

Hannah has over thirty years experience designing and art-directing magazines for national publishing companies. She moved to Whitstable in 2005 to bring up her children and as well as working as a freelance designer, she enjoys screen printing, gardening and walking her two dachshunds on the beach.

hannah@brightsidepublishing.com



Annabel Lichfield

DISTRIBUTOR

Annabel joined Brightside Publishing as *Whitstable Whistler* Distributor in spring 2023. As a resident and holiday cottage owner since 2016, Annabel's local interest helps drive her reach to stockists throughout the town and beyond. Favourite pastimes include walking fox terrier rescue Teddy.



FOOD & DRINK

Our food and drink pages feature the latest food news for the town, as well as more in-depth features on local culinary business owners and entrepreneurs. For instance, in our spring issue we launched our Community Kitchen series, highlighting seasonal recipes from our local eateries.



COMMUNITY KITCHEN: **Bears Ice Cream** **Imaginarium**

Writer
Mike Daisey

WHITSTABLE WHISTLER

The *Whistler* pays a visit to the Wonka-esque ice cream shop slap bang in the High Street, the ideal place to grab a cooling cone on a summer's day

No visit to a seaside town is complete without ice cream and Whitstable is into its second summer of supreme soft-serve and scoop ice cream from the Bears Ice Cream Company - or to give it its full High Street home title, Bears Ice Cream Imaginarium.

Imaginaria: "A place devoted to the imagination". That place is the kitchen at the back of Beans Ice Cream Company and the imagination filled with dairy and plant-based dreams belongs to Phil Harrison. Standing around the kitchen's stainless steel island, as strawberries get whizzed with a hand blender and various cream concoctions make their way to the ice cream-maker, there are the first inklings of parallels with Roald Dahl's Willy Wonka character. For every Everlasting Gobstopper, Lickable Wallpaper or Hat Hot Chocolate, Phil has creations that have the town's food fans excited like golden ticket winners outside the chocolate factory gates. Recent Imaginaria innovations include a twist on an Easter staple, with a hot cross bun ice cream. There's then lavender - commonly remembered as a 1970s soap scent - combined with blueberry and meringue swirl, a flavour so outstanding it has reached the finals for the Taste of Kent awards, with winners to be announced just after we go to press. In true Wonka style, Phil saves revealing the groundbreaking flavour profile of

the growth, increasing our profit or another ice cream until tasting time.

Phil has been in kitchens all his working life, with the attraction to ice cream seeming to run through him like the red of a raspberry ripple. As an award-winning chef, Phil worked in various parts of the country - Yorkshire to Cornwall rising through the culinary ranks, as well as travelling around Europe experiencing the flavours that other countries and cultures had to offer.

other countries and cultures had to offer. A double-scoop love affair emerged from Iceland. It's where Phil met Vera Thordardottir, who is a fashion designer and luxury brand consultant. Combining the couple's lives and professional skill sets means the Bears is a family-focused business - so much so that with the arrival of the couple's second child, a branding adjustment was required to include their son in the Bears' company logo. The brand now features two cubs, along with mummy and daddy bears, with the matching tattoo on Phil's calf being the last part of the company's brand presence to get adjusted. "One day, when my son was old enough, he spotted that the tattoo on my leg only featured



BEARS ICE CREAM'S ETON MESS SERVES 4

INGREDIENTS

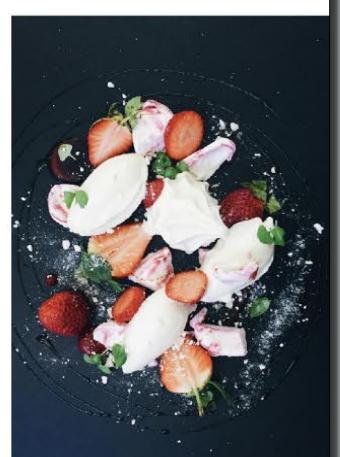
Tub of Bears soft-serve ice cream
(available in store)
Strawberries
Basil
Strawberry puree
Balsamic glaze
Merinues

METHOD

- 1 Choose some cool plates or bowls if you want a more Eton mess effect. First down is the strawberry puree, a few blobs here and there.
- 2 Next to plate up are the strawberries, some halved, some sliced, it really is up to you. Then add the meringues.
- 3 Give the balsamic glaze a swirl over everything, especially the strawberries. It gives a wonderfully sharp and sweet hit.
- 4 Finally, ball-up the Bears ice cream. Sprinkle on the baby basil. Serve and enjoy.

Please remember that Bears natural soft-serve ice cream is mainly made of milk. The low fat and sugar content means that it does not like staying in the freezer overnight, it goes hard, so it is best eaten on the day of purchase.

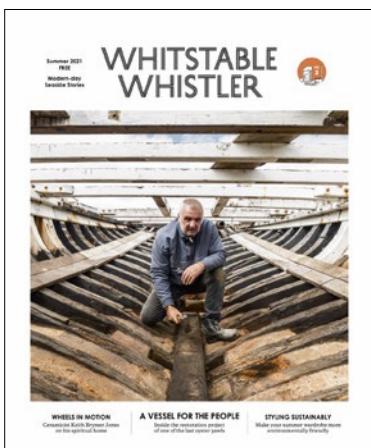
"As strawberries get whizzed with a hand blender... there are the first inklings of parallels with Roald Dahl's Willy Wonka character."





COMMUNITY

We love to highlight the people making a positive difference to the town. For instance, for our summer cover story we rolled up our sleeves up to hear more about the ongoing restoration plans on one of the last oyster yawls in Whitstable's working harbour.



WHITSTABLE WHISTLER

COMMUNITY 13

A VESSEL FOR THE PEOPLE

Writer
Duarte Figueira
Photographer
Whitstable Photographic Company / Alex Hare

Duarte Figueira meets the Whitstable Maritime volunteers restoring the Gamecock oyster yawl and hears their plans to buoy community spirit with its return

When you get close you realise how graceful and well named the *Gamecock* is. Without its mast and rigging, it is not yet a pretty sailing vessel. But its hull flares out powerfully at the bow before smoothing inwards and then upwards at the stern, just as its namesake's tail would. Those smooth lines ensured it was a champion in its heyday, winning several oyster yawl races a hundred years ago.

That was no mean feat in those days. There were up to 80 yaws dredging in the Swale, supplying perhaps half of London's oysters. Building, sailing and repairing them was key to the local economy. So the *Gamecock* is more than just a sailing vessel – it's almost the last representative of a seafaring tradition that runs deep through Whitstable's DNA.

Last summer the *Gamecock* was gently lifted onto the East Quay of Whitstable Harbour. Now visible to the public without obstructing harbour traffic, it is being lovingly restored to its prime by the dedicated volunteers of Whitstable Maritime.

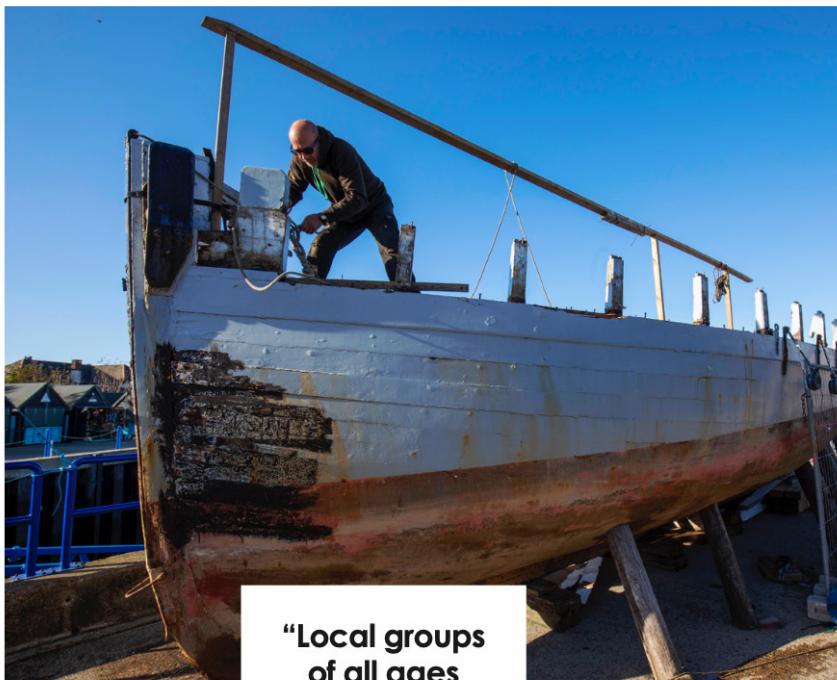
The charity's mission is to strengthen the town's economy by building on its maritime traditions and crafts. Its founder and chair, Gordon Vincent, enthuses on the significance of the *Gamecock* to Whitstable's heritage.

"For me what is remarkable is that

we have the opportunity to restore to

working order a 42-foot oyster yawl

that was built on Island Wall in 1907



"Local groups of all ages and abilities should have an opportunity to experience sailing an oyster yawl, as their ancestors did"

by Whitstable shipwrights, the Collar Brothers, was worked all its life in the Swale by Whitstable oystermen, including the Strouds, was eventually rescued from oblivion in the 1960s by a local fisherman, Bill Coleman, and is now being restored by Whitstable volunteers for use by its residents and visitors."

The same enthusiasm runs through everyone involved in the project. Peter Kalopisiotis, volunteer team leader, explains that just now they are deciding which deck beams need replacement rather than restoration. He points out the quay

space loaned to Whitstable Maritime by neighbouring Brett Aggregates, where wood pieces removed from the *Gamecock* are laid down for repair. He also emphasises how helpful harbour master Mike Wier, and his assistant have been in helping the team to "beg, borrow or buy" what they need for the work.

David Britten, one of the volunteers working on the beams, recounts how he got involved. When he retired he needed to stay busy and had initially helped out at the local hospital and hospice. But the pandemic had curtailed that type of volunteering ▶

COMMUNITY 13

14 COMMUNITY



VOLUNTEERS
TOP LEFT:
Peter Kalopisiotis,
volunteer team
leader. Photo:
Duarte Figueira
MIDDLE RIGHT:
Morgan Lewis,
shipwright on
the project
LOWER IMAGE:
David Britten
between deck
beams

and he'd moved on to the *Gamecock* project. A year ago he was pumping water out of the vessel before it was brought back to Whitstable from Faversham creek. Now he is helping to repair time's ravages to its timbers.

Gordon Vincent stresses the degree of local business and other bodies' commitment to the project: "One of the great joys of working on this project is the support from the local community. For example, Barton International has offered to make traditional wooden blocks for the rigging. ICOM has offered to fit a marine radio and navigation equipment. SeaG8 are helping fund a new marine engine. While the Harbour Board has provided the berth and Alan Staley of Boatbuilders of Faversham has offered to craft the mast. Alan served his own apprenticeship in a boat-building yard on Island Wall. All of these companies have firm roots in the local marine industry."

Notwithstanding all this support, the restoration remains a big job. As well as the deck replacement and installation of new rigging, it includes fitting a new stern, galley, berths and engine. The work will be carried out under the supervision of

local shipwright Morgan Lewis, using like-for-like materials and traditional techniques.

The charity aims to have the *Gamecock* seaworthy by 2023 if the £30,000 target funding can be secured. Its efforts were recently boosted when Kent brewer Shepherd Neame announced a contribution to the project.

When the restoration is complete Whitstable Maritime has a host of ideas for sailing the vessel and is considering options for how the *Gamecock* will earn its living. Present thinking includes providing sail training for youngsters and educational and team-building opportunities for disadvantaged young people. Marine research is another possible avenue being explored, as is match-racing it along





ARTS & MUSIC

We love to feature a range of local artists, musicians and makers in the magazine. For instance, in our winter issue, we grabbed a swift one with Whitstable's original foul-mouthed feminists, Profanity Embroidery Group, to hear why swearing makes you smarter and stronger (and you better bloody believe it!).

WHITSTABLE WHISTLER

ARTS & CULTURE 13

A COMMON THREAD

Writer

Cheri Percy

Photographer

Jack Eames

Our editor Cheri Percy sits down with Whitstable's original foul-mouthed feminists, the Profanity Embroidery Group, to hear why swearing makes you smarter and stronger (and you better bloody believe it!)



14 ARTS & CULTURE

SAMPLE PAGES

WHITSTABLE WHISTLER

back into the swing of things after the last few years. As Annie jokes, "Doing something we can stitch quite badly in the pub, it doesn't matter if we get beer on it." But it's not all outraged cries for censorship in response to their work, as Emily recalls: "One woman came in and said, 'Oh, I've come from Seasalter church', and I'm like, 'Okay, you know what this is, right? It's a swear thing.' Yeah, that's why I've come!" she responded. "We've just done a workshop on how to embrace your inner f**k because sometimes you just need to say f**k." Dumbfounded Emily admits, "That'll teach me to judge someone who walks through the door!"

Regardless of creed or colour, there is something liberating about embracing the right expletive. Indeed, researchers at the University of Rochester in New York quizzed 1,000 people about 400 typical behaviours and discovered a strong link between intelligence and swearing. Rather than being the sign of someone with a limited vocabulary, the

word – published in the *Language Science* journal back in November 2015 – found that swearing proficiency was a sign of rhetorical strength. "And integrity," believes Sarah. "I don't trust people who don't swear. I'm more likely to open up to somebody who can be honest and not filter themselves." It's not just a sign of integrity but also a valid coping mechanism according to Dr Raffaello Antonio, a counseling psychologist and the clinical director and founder of Therapy Central. "Swearing can have a truly liberating effect when we're feeling bottled up with frustration," he says. "Saying the F-word, or similar can have an immediate calming impact on the difficult emotions we might be experiencing."

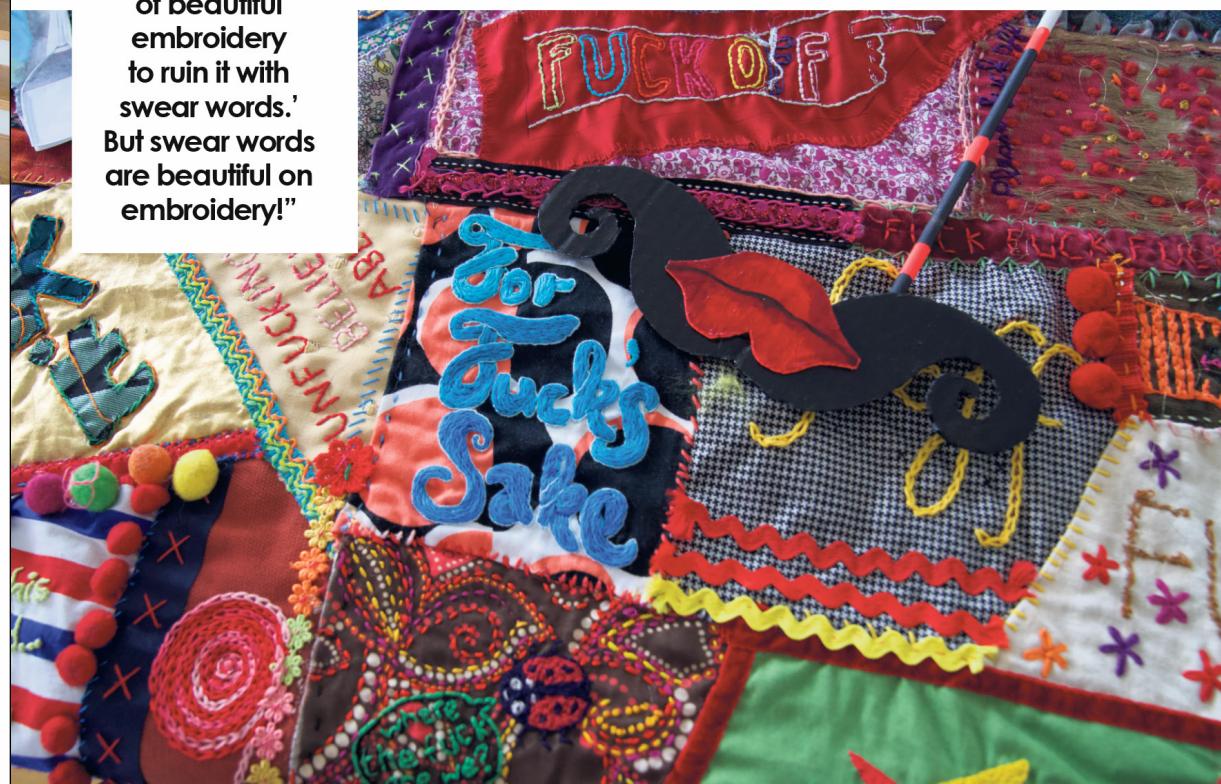
The Profanity Embroidery Group appreciates these merits having attended the launch party for Emma Byrne's book *Swearing Is Good For You*, in which she argues that our most cherished dirty words are in fact both big and clever. Sarah remembers her own first forays into foul language and the freedom she felt in doing so (despite her father's reaction). "I started swearing when I was 12. I said 'bloody [and] my dad would say, 'Do you have to say that?' And I was like, 'Yeah, I do.' Because it was the only

new generation, starting with Bridget's own growing grandchildren. "I've got an eight-year-old granddaughter and she looks at my work around the house. I've got one and it says 'Shit happens' and she said, 'I'd like that one for my bedroom.' Because shit does happen. It's about learning to understand when it's appropriate." And even if it wasn't, it's safe to say PEG would call bollocks to that anyway.

The Profanity Embroidery Group's domesticity exhibition launches on 14 February at Fishslab Gallery, 11 Oxford St. Pick up a copy of their bloody brilliant book, *F**k Off, I'm Sewing! Sewing and Sewing that Will Have You In Stitches* from your local bookshop or via hive.co.uk

TRY YOUR HAND

The deadline for final submissions to Vanessa Marr's domestic dusters must arrive in the post by 30 January 2023. Contact her at domesticdusters.wordpress.com/contact-us/



WHITSTABLE WHISTLER

Winter 2021

Modern-day Seaside Stories

THE LINOLEY LEGENDS
Celebrating 10 years of our local heroes

SHEDS OF TALENT
The small business boom in the heart of the town

HERE WE GO A-WASSAILING
The Twelfth Night tradition and its local connections

Distribution 29,000 a year



Over
7,000
followers on
social media

Estimated annual readership

69,600



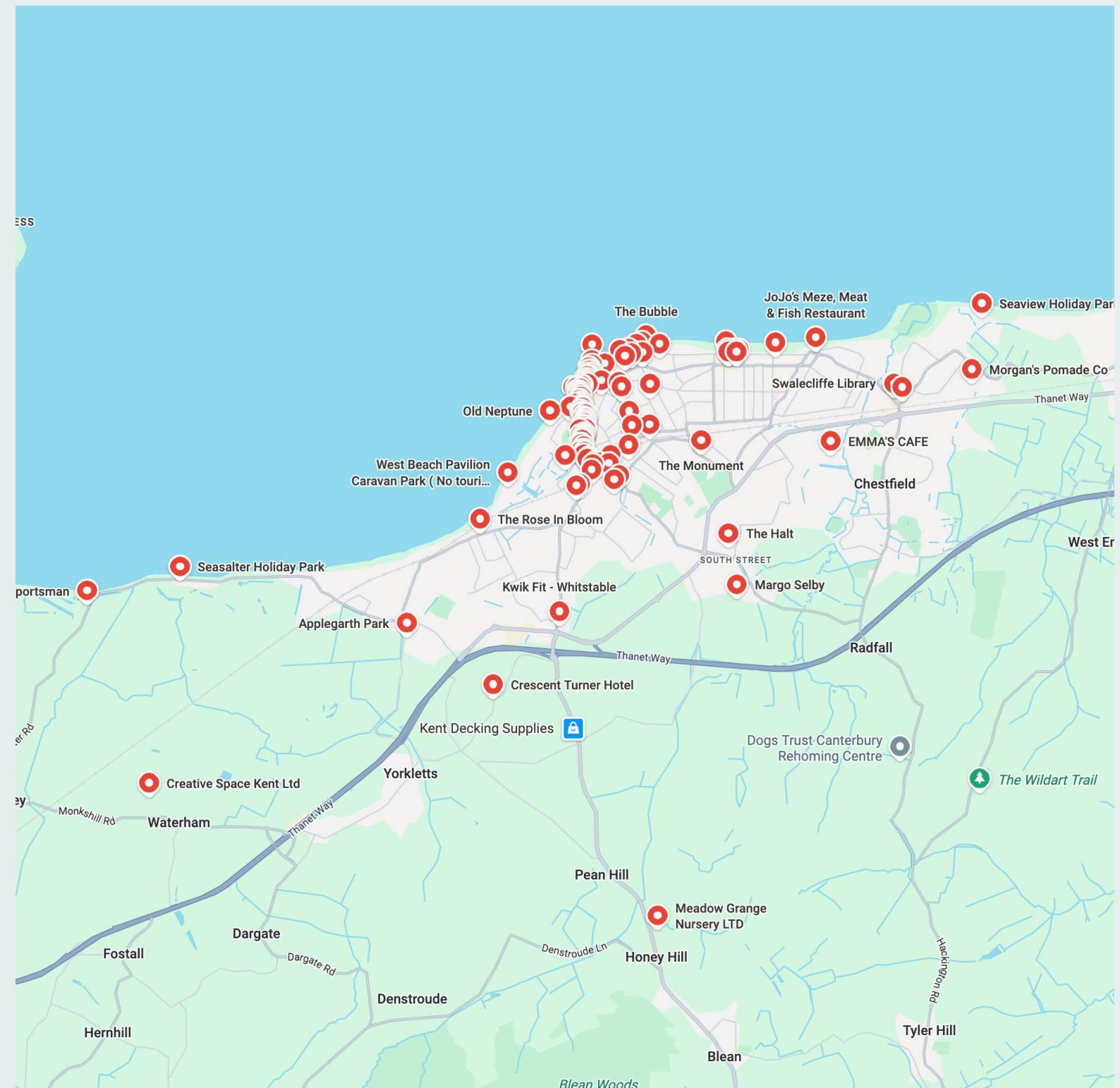
Available to read for free online

brightsidepublishing.com/whitstable-whistler-main/

**Over
150+
stockists in
Whitstable and
surrounds**

Whitstable Stockists

VIEW FULL LIST [HERE](#)

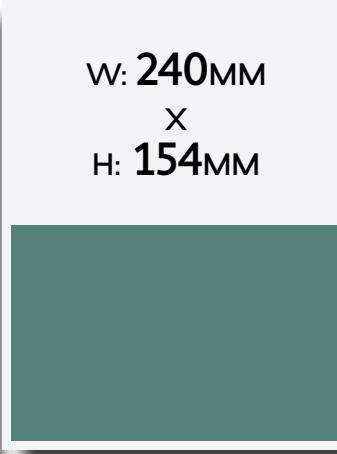


Advert sizes

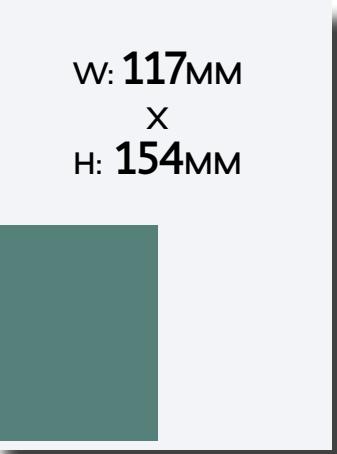
FULL



1/2



1/4



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	£490	£465	£420	£390	£350	£315	£300
Half page	£270	£240	£225	£210	£190	£175	£160
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
WW Spring	12 March	12 February	19 February	7000
WW Summer	4 June	7 May	14 May	8000
WW Autumn	10 September	13 August	20 August	7000
WW Winter	3 December	5 November	12 November	7000

Testimonials

“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

“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

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