

Brightside Publishing Ltd - Our Six Principles

#1 We are hyper-local and rooted in the community we serve

We were launched in Margate by a team in Margate, and our editors continue to live in the towns of their title, working with writers, photographers and illustrators from that area, commissioning stories about the community, businesses, culture and residents of their town.

#2 We champion our people and places

Our magazines focus on celebrating and elevating the good work that is being done from an individual level right to larger scale community groups; it's all about the grassroots. We are proud of the towns we represent and curious about the people we live amongst. That doesn't mean we shy away from difficult subjects, but we do find a way to engage proactively. We believe we can help build healthier communities by shining a light on what is going well and getting to know the people that live here too.

#3 We believe in local and supporting local

Our magazines are funded solely by advertising from local people and businesses. As a print-first publication, those same businesses act as our distributors, stocking our magazines where our readers find us. We wouldn't exist without that support which means we fundamentally understand how vital each wheel in the cog is and how our very existence is stitched into the fabric of building community together.

#4 We are inclusive and representative

As a feature-led magazine you won't find breaking news in our titles but you will find stories reflecting the times and communities we live in. We work hard to reflect the diversity of our towns by working with professional and non-professional contributors; inviting open pitches to ensure a wide breadth of content; and distributing the magazine to anyone who will have us. We also host a launch party for every issue, an open invitation to anyone in the community to come and meet us.

#5 We are impartial, objective and politically non-partisan

Our principles are rooted in tolerance and community. We look for what unites us by focusing on our shared sense of place and exist to encourage everyone to feel part of it. Our hyper-local focus means we have a unique platform to reflect and inform the communities we publish in.

#6 We are passionate about truth and honest about everything we do

Our content is written by and for people living in our towns. Our readers are our fellow residents. We do not publish AI generated content; as residents of the town you can be sure of our contributors' connection to the stories we tell. Our brand stands on the trust built with the community that reads us and the businesses that advertise with us - we take our reputation and responsibility seriously. It's personal.