

# Brook Green Bugle

What's on, where to go, who's who, what's up for grabs, who can help?

Avonmore...Addison...Brackenbury Village...Hammersmith Broadway...Brook Green...Ravenscourt Park...

## Brook Green Bugle

The Insider's Guide to What's On and What's Up for Grabs

**Body is my Temple**

**Good Deeds**

**Help is on its way**

**Life Lines**

**The Little Darlings**

**Market Place**

**Property Matters**

**On the Razzle**

**Speaker's Corner**

**Home**

**Contact**

**Welcome to the Brook Green Bugle**

Have a nose around the site. You'll find all sorts. Need a plumber? There will be a recommended one here, with local testimonials. Looking for a new place to go and eat? Find reviews of new restaurants in the area. Whatever you need locally, this is the site for you... [Find Out More](#)

**Queen's Head re-opens**  
Brook Green's most popular public house is open... [Read More](#)

**Local park to close**  
The popular park in Brook Green is to close, despite... [Read More](#)

**Village Crier!**  
Have your say on our Village Crier page [Cry out!](#)

**Make BGB My Home Page**  
[Click Here >](#)

**What's New on the Bugle this week..?**

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**Don't forget!**  
Sign up for the Brook Green Bugle Weekly Email!

[Sign Up](#)

**Login:**  
Email Address:   
Password:   
[Forgot Password?](#) [Click here](#)  
[Sign Up Now for Free!](#) [SIGN IN](#)

**Search Site:**

**COCOA MOI**  
Delicious chocolate brownies for only £7.50 + p&p

**Friends Reunited**

**itv poker**

[Meet your meat needs with Olympia Butchers](#)

[Incroving tennis? Hire a tennis coach from Sonia, your local Chiropodist](#)

[Make someone smile - give them flowers from Green's Florist](#)

[New rice Thai restaurant offers - Zforcone deals](#)

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# Brook Green Bugle

Stuff to do, stuff for sale/recycling or just stuff to have a good rant about

## Who are we?

A conversation last year between two neighbours and old friends found us wanting to create a local community website that informed, served, entertained and gave back – supported by a quarterly freesheet.

Susannah Frieze is a journalist, author of both fiction and non-fiction books, and ex-travel writer (all as Susannah Jowitt). Jonathan is an ex-FT journalist, who set up the successful financial website *www.breakingviews.com* a decade ago. Both have lived in Brook Green for almost a decade, educate their children locally and are deeply plugged in to the community. Susannah is a school governor with close links to the council and to local charity schemes.

## Online and in print

*We won't just publish the area's best – and most useful – local website.* The Bugle will also publish a 4-page free newsletter once every three months, which will be delivered to target addresses in the area, and also available in coffee shops and other places where people gather. It will contain useful information, a calendar of events, articles and some news and serves a dual purpose – attracting advertising and driving traffic to the site.

## Why advertise with us?

The Bugle is an unique, highly local advertising channel allowing businesses from Brook Green and the surrounding villages to connect with this valuable audience.

The site offers excellent visibility, tight targeting, good value display advertising and the strength of ad repetition and rotation. The newsletter isn't just a marketing tool and valuable advertising opportunity but is a quarterly 'recruitment drive' for the site and, in the absence of a decent local newspaper, fills that gap with sparky editorial, must-read features and a keen sense of community.

On both fronts, The Bugle is a cost-effective way of reaching the Brook Green community. Competitive advertising rates and 3-month minimum advertising periods allow advertisers to build awareness and familiarity.

## Our timetable

We are "soft-launching" our beta version of The Bugle on 8th July . 100 carefully selected 'disciples' will be introduced to the website at a party, and invited to go forth and spread the word. The website will be live and running from this point forward.

In September, we hard-launch the Bugle with a bang. We will host a big event for 250 Brook Greeners, accompanied by media coverage, marketing promotions and much razzmatazz.

We will be seeking advertisers for the 3 months July-September at a 'beta version' introductory rate. *Advertisers willing to commit for 3 months beyond September will be offered free advertising between the soft and hard launches, July-September.*

## Content and position

The content of the Brook Green Bugle offers readers:

- ◆ **An insider's guide:** We recommend local services and tip readers off where to get stuff. These aren't blindly comprehensive listings but inside secrets hand-picked by us or word-of-mouth from our members. The Bugle saves you having to keep your ear to the ground, finger on the pulse and other such tiring pursuits—and you can trust us always to share the scoop: that tip about where to get a great massage could suit the young, the mums or the older reader.

- ◆ **The Bugle Buy-Up:** A place where people sell stuff, or offer it to others. It's better than freecycle or ebay because it is local – you know the sort of people you are dealing with. If you sell something, or give it away, you don't need to post it. They just come and pick it up.
- ◆ **A Forum for local interests:** The Village Crier and Speaker's Corner sections are where residents get to air their views, vote on local issues, or just post items of interest, whether dates of events, items of local trivia, nominate Local Heroes etc. Also contributing to the warm and fuzzy feeling of community are the sections on Lifelines and Good Deeds – not just information but a forum for people to give to charity (we are giving 10% of profits, ourselves) or to make appeals for causes dear to their heart.
- ◆ **Appeal for bargain hunters:** Alongside tips about where to find stuff, how to buy or exchange stuff, we will also use our relationship with local traders and retailers to ferret out money-saving deals to help our readers stretch their money further.
- ◆ **Quality of writing and design:** The Bugle entertains and informs. It isn't just another listings site, clumsily put together and badly written/edited/compiled. We want users to delight in the design and humour, cheek and incisiveness of the information on the site.

## Audience

The Bugle is designed to appeal to relatively well-off people living in the area around Brook Green. That runs from Ravenscourt Park in the West, to Shepherd's Bush in the North, to Avonmore in the East and as far down as the river, to the South.

Our potential audience – those living within our catchment area – is not enormous but is tightly targeted. There are approximately 30,000 ABC1s living in the area. We are well aware this means we need both to attract people to the site – and critically - to get them to return regularly.

The average reader will:

- ◆ Be aged between 30-60 (people tend to move into the area when they get married and then have children)
- ◆ Be in a managerial job, or in one of the professions (i.e. ABC1)
- ◆ Own the property they live in – whether house or flat
- ◆ Be a parent (though children may be away at school or have left home) or a parent-to-be
- ◆ Have children at either a local school or at private schools (probably outside the borough)
- ◆ Be more reliant on personal recommendation and the word-of-mouth dynamic - and less trusting of commercial listings sites
- ◆ Be community-minded. The Bugle intends to reach out to voluntary organisations, linking in with local set-ups like the Brook Green Association, churches, schools etc and will give 10% of net profits to local charities.

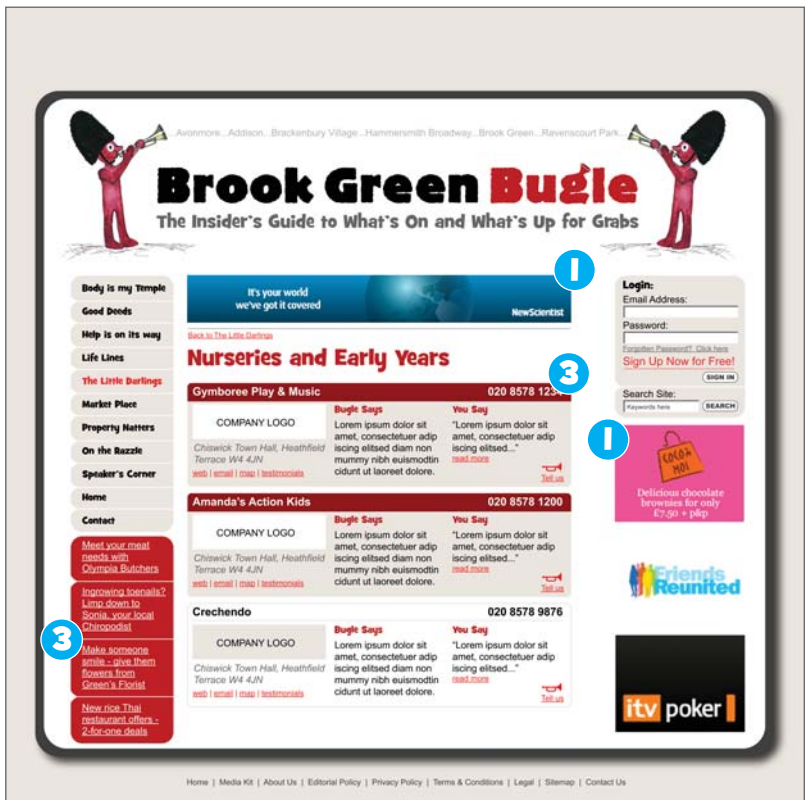
## Traffic

We believe that it should be possible to attract a substantial readership both among Brook Greeners and those who come into the area to shop or take children to school.

A website in a nearby area with a comparable demographic has a registered user base of 9700. That represents 22% of the local population of 43,000 (2001 Census statistics).

# How To Advertise

(see separate Rate Card that accompanies this media pack for current advertising rates).



## 1 Box and Banner Ads

Horizontal super-banner ads (728 x 90 pixels) and side box ads (189 x 171 pixels). You provide the ad in GIF format (or ask us to do a simple image for you) together with a link to your own website. We provide a clearly positioned, rotating ad; just ask us to give you the technical spiel!

## 2 Sponsorship

The Bugle offers sponsorship opportunities for advertisers looking for additional awareness.

For example, a "dish of the week" sponsored by a local delicatessen or kitchen designer, or a "property of the week" sponsored by an estate agency, would provide exclusive exposure, prominence and association over a 3-6 month period. Our site is your oyster.

Contact the Bugle for a creative discussion about sponsorship.

## 3 Enhanced listings

We provide a directory on the site of relevant and useful businesses and services. You can secure exposure for your business on our home page – and a more prominent listing in the directory section – by taking out one of our enhanced listings. These will also be rotated on the home page.

## 4 Newsletter

The free Bugle newsletter will be published quarterly, carrying 12 box ad slots, and delivered to 4000 people in the Bugle's catchment area.

## Brook Green Bugle

To discuss your advertising requirements contact:

- ◆ Susannah Frieze on: 0771 776 2620
- ◆ advertising@brookgreenbugle.com

# Brook Green Bugle

## Rate Card

### Box and banner advertising:

. £150 (£100 box) for a minimum three month rotating banner ad.

Discounts are available for a longer period; ads are sold.

**Introductory rate Jul-Sep: £99 for a banner; £70 for a box.**

### Sponsorship:

In the first year, the Bugle intends to seek no more than two sponsors for the site. Each sponsorship will be priced on an individual basis but an indicative rate would be £500 for a six month sponsorship.

### Enhanced listings:

£30 for an enhanced listing for a minimum three month listing.

Discounts are available for a longer period.

**Introductory rate Jul-Sep: £21 for an enhanced listing.**

### Newsletter:

There would be 12 ad slots in each newsletter, each costing £150. Sponsors would get free slots in each newsletter published during the sponsorship period.

### Soft launch discount

**Advertisers willing to commit for 3 months beyond the September hard launch will be offered free advertising between the soft launch in July and the hard launch in September.**

### Terms and conditions:

These are laid out on the separate sheet enclosed.

## Contact

To discuss your advertising requirements contact:

- ◆ Susannah Frieze on: 0771 776 2620
- ◆ [advertising@brookgreenbugle.com](mailto:advertising@brookgreenbugle.com)

# Brook Green Bugle

## Terms & Conditions

Set out below are the Brook Green Bugle advertising terms dated 1 May 2008.

<b>Background:</b> (A)	BROOK GREEN BUGLE LTD, a company registered in England (company number 06501859) whose registered office is at 1 Applegraph Rd, London W14 0HY ("BPL") owns and operates an internet site and the Advertiser wishes to have an advertisement displayed on that site.	not obtained all the necessary licences or approvals; and 3.2.4 Brook Green Bugle's display of an Advert will not contravene any applicable law, regulation or advertising code and that no third party's rights (including intellectual property rights) will be infringed by Brook Green Bugle's display of any Advert in accordance with these Terms.	8.2	Whilst BPL will use its reasonable endeavours to collect and verify the Data, it gives no warranty as to its accuracy or completeness and will accept no liability for any reliance placed upon the Data by the Advertiser or any other party. The Data may include system test page impressions.
(B)	BPL and the Advertiser ("the Parties") intend that the display of the advert on the BPL website shall be on the following terms and conditions.	3.3	BPL is entitled, at its sole discretion, to withdraw any Advert from display on the Website in the event that it receives any complaint about the Advert, or its contents, or it becomes aware of any allegation or claim that the Advert does not comply with the conditions of clause 3.2 above or that it contravenes any applicable law, regulation or advertising code, or that it infringes the rights of any third party. If BPL receives any such complaint it shall notify the Advertiser and may, at its sole discretion, give the Advertiser a reasonable opportunity promptly to respond to the complaint; however nothing shall oblige BPL to give any such notice. If BPL withdraws an Advert without first giving the Advertiser an opportunity to respond, it will promptly inform the Advertiser of such withdrawal and the reasons for it. If an Advert is withdrawn by BPL in accordance with this Clause 3.3, no refund shall be payable by BPL to the Advertiser.	9. <b>Term</b> These Terms shall endure until the end of the Ad Period.
<b>Terms</b>				<b>Force Majeure</b> If BPL is prevented or delayed in the performance of any of its obligations under these Terms by circumstances beyond its reasonable control (e.g. failure of a utility service or telecommunications provider), it may notify the Advertiser, and will, subject to having taken all reasonable steps to avoid the prevention or delay, have no liability in respect of the obligations prevented or delayed, until BPL is in a position to recommence the affected operations.
<b>1. Definitions</b>	In these Advertising Terms ("Terms") the following words shall have the following meanings:			<b>11. Limitation of Liability</b> <b>11.1</b> Nothing in these Terms will operate to limit or exclude either Party's liability for death or personal injury resulting from that Party's negligence or either Party's liability for fraud or fraudulent misrepresentation or any liability which cannot be excluded by applicable law. <b>11.2</b> Subject to Clause 11.1, BPL will not be liable to the Advertiser for any of the following: <b>11.2.1</b> loss of revenue; loss of actual or anticipated profits whether arising in the normal course of business or otherwise (including, without limitation, loss of profits on contracts); loss of money; loss of anticipated savings; interruption of service; loss of business; loss of opportunity; loss of goodwill; any loss or damage sustained by or in respect of a third party; loss of or damage to reputation; loss or corruption of data; loss of management or administrative time; legal and professional expenses; or <b>11.2.2</b> any indirect or consequential loss or damages however caused which arise directly or indirectly from these Terms.
<b>Term</b>	Meaning			<b>12. General</b> <b>12.1</b> No amendment or variation to these Terms shall take effect unless it is in writing, signed by authorised representatives of each of the Parties. <b>12.2</b> If any provision of these Terms is found by any court or administrative body of competent jurisdiction to be illegal, invalid or unenforceable in any respect, the legality, validity and enforceability of the remaining provisions shall not be affected or impaired and shall continue in full force and effect. <b>12.3</b> Nothing in these Terms is intended to, or shall operate to, create a partnership or joint venture of any kind between the Parties, or to authorise either Party to act on behalf of the other in any way. <b>12.4</b> No term of these Terms shall be enforceable by a third party under the Contracts (Rights of Third Parties) Act 1999, but this does not affect any right or remedy of a third party which exists or is available apart from under this Act. <b>12.5</b> These Terms shall be governed by and construed in accordance with the law of England and Wales and each Party agrees to submit to the exclusive jurisdiction of the courts of England and Wales over any claim or matter arising under or in connection with these Terms.
<b>Advert</b>	An advertisement intended by the Advertiser to be displayed on the Website.			
<b>Advert Period</b>	The period an Advert will appear on the Website as set out in the invoice from BPL addressed to the Advertiser.	3.4	The Advertiser hereby indemnifies and holds BPL harmless against any liability BPL incurs (including, without limitation, all costs, claims, demands, liabilities, expenses, damages or losses) resulting from any claim or allegation that arises from a breach of the warranties in Clause 3.2 above. This indemnity will survive the termination or expiry of these Terms.	
<b>Advert Inventory</b>	The proportion of pages on the Website that the Advert will appear on in its Advert Slot, expressed as a %, as set out in the invoice from BPL addressed to the Advertiser.	4. <b>License</b>		
<b>Advert Slot</b>	The position on the Website page (e.g. Top Banner, Side Banner, Side Box) as set out in the invoice from BPL addressed to the Advertiser.	4.1	By submitting an Advert, the Advertiser hereby grants BPL a non-exclusive non-transferable royalty-free licence to display the Advert on the Website for the relevant Ad Period.	
<b>Advert Fee</b>	The fee payable for the display of an Advert for the Ad Period as set out in the invoice from BPL addressed to the Advertiser.	5. <b>Cancellation</b>		
<b>Content</b>	The appearance or content of any Advert, including without limitation, all trade marks, designs, images, trade dress, personal data, confidential information, wording, advertising claims, domain names, and any other visual aspect of an Advert.	5.1	The Advertiser is entitled to cancel an Advert by written notice to BPL. If the notice is received prior to the start of the Ad Period, BPL will withdraw the Advert and refund the Advert Fee, less an administrative charge of £30. If the notice is received after the start of the Ad Period, BPL will withdraw the Advert, but no refund shall be made.	
<b>Website</b>	The website operated by BPL at the following address: www.BrookGreenBugle.com, as may be varied from time to time.	6. <b>Corrections</b>		
<b>2. Advert Submission</b>		6.1	In the event that the Advertiser becomes aware of any error in a displayed Advert which is a result of an error by BPL, BPL will, at the Advertiser's request, use its reasonable endeavours promptly to correct such error, free of charge.	
<b>2.1</b>	In consideration of the payment of the Advert Fee and compliance with these Terms, BPL agrees to display the Advert on the Website in the Advert Slot, for the Ad Period with the Advert Inventory.	6.2	In the event that the Advertiser becomes aware of any error in a displayed Advert which is a result of an error by the Advertiser or in the event that an Advert ceases to be accurate or appropriate, BPL will, at the Advertiser's request, use its reasonable endeavours to correct such error or cease display of the Advert but BPL reserves the right to make an administrative charge for taking such action.	
<b>2.2</b>	The Advertiser will provide to BPL the content of the Advert.	7. <b>Warranties</b>		
<b>2.3</b>	BPL will review the content of the Advert and: <b>2.3.1</b> inform the Advertiser that the Advert is acceptable, reserving for the Advertiser the appropriate ad space for the proposed Ad Period; or <b>2.3.2</b> inform the Advertiser that the Advert is unacceptable, provide reasons for this and request that the Advertiser submits an amended version.	7.1	BPL shall take all reasonable care to ensure that the Website is available and functioning at all times, but it does not guarantee continuous, uninterrupted or secure access to the Website or any Advert, nor does it guarantee that the Website is virus or error free. The Website is accordingly provided "as is" and as and when available, and to the extent permissible by law BPL hereby excludes all implied warranties, conditions or other terms, relating to the availability, accessibility or functioning of the Website.	
<b>2.4</b>	Notwithstanding any indication that BPL may give that an Advert is acceptable, BPL reserves its right to reject any Advert at its sole discretion and the payment of the Advert Fee does not oblige BPL to accept or display an Advert.	7.2	The Advertiser acknowledges that access to the Website may be occasionally restricted to allow for updates, repairs, maintenance or the introduction of new facilities or services. BPL shall attempt to schedule such interruptions to off-peak periods and shall endeavour to restore the Website as soon as reasonably possible.	
<b>3. Content</b>		8. <b>Data</b>		
<b>3.1</b>	The Advertiser is solely responsible for, and BPL will accept no liability arising from, the Content of any Advert.	8.1	BPL may provide the following non-personal data ("the Data") to the Advertiser regarding user access to the Website at the end of the relevant Ad Period: the number of page impressions served; and the click through rate	
<b>3.2</b>	The Advertiser warrants that: <b>3.2.1</b> it is entitled to use, and BPL is entitled to display on the Website, any Advert; and it is entitled to use, and BPL is entitled to display on the Website, any trade mark, hypertext link, meta-tag, website address or any other material, whether apparent or hidden, contained within or associated with any Advert; and <b>3.2.2</b> no Advert will include any material that is illegal, obscene, indecent, pornographic, abusive, threatening, defamatory, discriminatory, liable to incite hatred, in breach of confidence or privacy, or for which the Advertiser has			