


# The Bristol Cable

Advertising guide  
2024/25



the Bristol Cable | Advertising guide

# Why advertise in the Cable?



“More than ever today I value local journalism and  
the extra need to platform local voices”

- Gauri, member

**An independent  
newspaper with  
15,000 copies  
distributed quarterly**

The Bristol Cable is our city's independent, investigative media co-op. Support from local members and organisations keeps us independent. Now, we're on the path to sustainability.

**10 years**  
Established 2014

**2,600**  
Paying members

**2k+**  
Sent to homes

**500+**  
Distribution spots

**15k+**  
Newspapers in circulation  
every quarter

[thebristolcable.org](http://thebristolcable.org)

the Bristol Cable

# Our newspaper



**For over a decade**, our membership model has allowed us to focus on long-term, groundbreaking investigations rather than breaking news that relies on clicks for revenue. Together, we hold power to account through groundbreaking investigations, campaign for change, and amplify marginalised voices.

## Recognition

- 2019 British Journalism Award
- 2 x 2022 Independent Media Association awards
- 2 x nominee for the Orwell Prize for Journalism
- 2 x nominee for the Future of Media Awards

## Free

Newspapers can be found at venues all across the city – or through your letterbox as a paying member.

## Trusted

From groundbreaking investigations, to election coverage and on the ground reporting, the Bristol Cable is the city's go-to source for proper journalism.

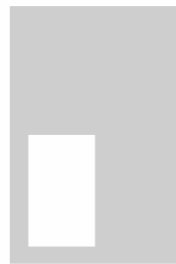
## Transparent

Our reporting covers issues around housing, local democracy, culture, crime, social justice, history and community events.

[thebristolcable.org](http://thebristolcable.org)

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# Advertising info & rates



Display Ad	Full page	1/2 page	1/4 page	1/8 page
Orientation	Portrait	Landscape	Portrait	Landscape
Width (mm)	253	253	124	124
Height (mm)	320	158	158	77
Price	£750	£400	£225	£150

## For advertisers

Our advertising is handled by EMSM, specialists in facilitating advertising within an ethical market.

Please contact Alison Fraser  
e: [alison@emsm.org.uk](mailto:alison@emsm.org.uk), m: 0141 946 8708

## Non-profit discount

A limited number of discounts are available on request for charities, social enterprises, campaign groups, NGO's, publishers and educational establishments.

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# Supporting a local community

“I want to find out more about my local community  
and hear positive news as well as in depth journalism”

- Carrie, member



**Every new supporter helps  
us continue investigating,  
delivering proper independent  
journalism for Bristol.**

While marketing your offer to our  
tens of thousands of local paying  
members, listeners and readers, you  
can also deliver unique social value  
not only by reaching them with your  
message, but by supporting ours.

**Follow us**  
on social media



@thebristolcable

**thebristolcable.org**