

# MY MUM

MEDIA PACK 2019

Mother's Day, March 31st 2019, is a precious time for mums right across Kent & Medway. A time when their children express love and affection providing memories that last forever.

To coincide with this event KM Media Group will be publishing a special supplement in all of its paid-for titles entitled **MY MUM** in the week ending 29th March.

Children from primary schools across the county (Reception, Year 1 & Year 2 classes) will be invited to pick up their pencils and crayons to draw a special picture of their mum.



The whole of Kent is covered with one of the most engaging family-led features of the year with a combined circulation of 59,165\* and a readership of 165,662\*

\*Publisher's statement

# RATES & DATA

**MY MUM** is published as an easy-to-keep pull out supplement.

Publication	Weekly circulation <small>Publisher's statement</small>	Official weekly readership <small>JICREG Oct 2018/*publisher's statement</small>
Kent Messenger Series	20,800	80,432
Kentish Gazette Group	9,877	32,912
Kentish Express Series	7,951	22,263*
Gravesend & Dartford Messenger	3,421	11,631*
East Kent Mercury	6,998	20,754
Folkestone & Hythe Express	1,717	4,808*
Sheerness Times Guardian	4,503	12,699
Sittingbourne News Extra	3,898	13,194

Across all 8 editions **MY MUM** has a circulation of 59,165 and a readership of 165,662.\* Last year an additional 12,907 newspapers were bought in the week **MY MUM** published, which is a 22% increase in audience.

All advertisers can purchase online advertising impressions at a discounted rate of £9 CPM, 40% off rate card. Adverts will appear on [www.kentonline.co.uk](http://www.kentonline.co.uk) which attracts 2.6 million unique users

(ABC Jul - Dec 2017)

Ad Size	Dimensions	Rate
4cm strip advert	40mm x 276mm	£505

Prices exclude VAT

**Publication date: Week ending 29th March**

**Copy/payment deadline: 12th March**

