

FIRST CLASS

MEDIA PACK 2018

OVERVIEW

Every September thousands of Kent infants start school for the very first time, it's an exciting time for the children and their parents! KM Media Group celebrate this momentous occasion with a special publication. First Class features photographs of each new class in the local area, each local edition forms a unique record and souvenir.

First Class is free with all KM Media Group paid-for titles. The whole of Kent is covered with one of the most engaging features of the year with a circulation of nearly 60,000.*

We anticipate higher than average copy sales. Previously when First Class has published we have experienced approximately a 20% increase in newspapers sold.

Source: * ABC (Jan - Dec 2017)

DISTRIBUTION

Publication	Weekly circulation ABC Jan-Dec 2017	Weekly readership JICREG Jul 2018
Sheerness Times Guardian	4,503	12,636
East Kent Mercury	6,998	20,769
Kentish Gazette Group (Canterbury, Whitstable, Herne Bay and Faversham)	9,877	32,868
Gravesend and Dartford Messenger	3,421	11,631*
Folkestone & Hythe Express	1,717	4,808*
Sittingbourne News Extra	3,898	13,113
Kentish Express Series (Ashford, Tenterden, Romney Marsh)	7,951	22,263*
Kent Messenger (Maidstone, Malling and Weald)	11,024	42,749
Medway Messenger (Friday)	9,152	35,489*

Source: * Publisher's statement



RATES & DATA

Rates shown are for advertising in **ALL** editions of First Class countywide reaching an audience of 198,746.*

4cm strip advert (40mm x 276mm) £395. Adverts can be booked per edition at local rates.

COUNTY SPONSORSHIP

Sponsoring this hugely popular family led supplement places your brand at the heart of Kent's local communities. The sponsorship package includes the following:

- Logo on the front cover of all 9 local editions of First Class
- Full page advertisement in a cover position in all 9 editions
- 50,000 online page impressions placed on kentonline.co.uk

The supplements will be heavily promoted in the 2 weeks leading up to publication in all 12 KM Media Group newspapers (269,745 readers per week) on our 7 kmfm radio stations (149,900 listeners a week) and across kentonline.co.uk (2,657,432 unique monthly browsers). Sponsor logo and credits appear in all of this pre-promotional marketing – subject to time of booking.

Countywide sponsorship investment : £5,171

KENTONLINE.CO.UK

KM Media Group has a dedicated online presence, kentonline.co.uk which has over 2.6 million monthly unique browsers.

Countywide strip advertisers can purchase online advertising on kentonline.co.uk at the discounted rate of £9 cpm - Adverts are served via multi-format placements across desktop, tablet and mobile devices.



PRE-PROMOTION

First Class will be extensively promoted prior to publication in all KM Media Group newspapers, across the kmfm network and on kentonline.co.uk.

Publication date: Week ending 12th October

Sources:

* Publisher's statement / Unique browsers: ABC Jul-Dec 2017 / Readers: JICREG Jul 2018 / Listeners: RAJAR Q2 2018 (Jan - June 2018)

All prices exclude VAT

