

FIRST CLASS

MEDIA PACK 2018

EAST KENT MERCURY

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, so each supplement forms a unique record and souvenir.

AUDIENCE

East Kent Mercury has a circulation of 6,998 and a weekly readership of 20,769. We anticipate higher than average sales due to the appeal of this feature. Previously when First Class has published we have experienced approximately a 20% increase in newspapers sold.

PRE-PROMOTION

First Class will be extensively promoted prior to publication in all KM Media Group newspapers, throughout kentonline.co.uk and on kmfm.co.uk (subject to availability).

Publication date: Week ending 12th October



Circulation: ABC Jan - Dec 2017 / Readership: JICREG Jul 2018 / Unique browsers: AT Internet (July 2018)
All prices exclude VAT

LOCAL SPONSORSHIP PACKAGE

- Full page advert/advertorial in a cover position
- Logo on front cover
- 20,000 online impressions on kentonline.co.uk/deal
- Logo on pre-promotion in East Kent Mercury and online (Subject to booking date)

Investment: £920

ONLINE ADVERTISING

4cm strip advertisers can purchase online advertising impressions at the special rate of £9 cpm. Online advertising impressions will appear on kentonline.co.uk/deal which attracts 168,650 unique monthly browsers.

Adverts are served via multi-format placements across desktop, tablet and mobile devices.

RATES - 4cm strip advert (40mm x 276mm) £100

