

HOMES & LIVING

www.kenthomes.co.uk

COUNTY PACK

Homes & Living features a large selection of properties available to buy and let PLUS a variety of editorial pages focusing on the key elements of home styling. The supplement has a contemporary eye-catching design and its magazine style extends its shelf life, as it encourages readers to keep it for future reference.

Did you know?

Local media is the most popular way to keep an eye on the property market.

- **49%** of people surveyed use estate agents' advertisements in local media

62% said it would be important to them that their agent advertised in the local newspaper.

People take action after seeing an advert or article in local media.

- **29%** have looked at a property in more detail online.
- **15%** contacted an estate agent to enquire about a property.
- **13%** looked round a property.

The Homes & Living supplement also offers a fantastic opportunity for marketing home related products and services to engaged and interested readers.

Homes & Living is circulated free inside key paid-for newspapers.



Consumer Catalyst NS research.
(Local media is defined as local newspapers and local websites)

Distribution

| Publication | Circulation* | Readership** |
|-------------------|--------------|--------------|
| Kentish Express | 7,271 | 25,168 *** |
| Kentish Gazette | 10,003 | 35,288 |
| Kent Messenger | 18,029 | 74,865 |
| East Kent Mercury | 6,405 | 19,551 |

*BPA (Jan-Dec 2018) **JICREG (Nov 2019) ***Publisher's statement

Editorial Content

Homes & Living features a large selection of properties to buy and let every week and a variety of news and feature pages.

Reviews of:

- Selected local properties for sale
- A special luxury property on the market
- New residential developments

Features on the latest trends in:

- Interior design
- Outdoor living
- Family finance
- DIY ideas
- Technology and gadgets for the home

Commercial Opportunities

Homes & Living offers a wide selection of sponsorship and advertising opportunities many of which have exclusive positions on the page. Online and radio advertising packages are also available.

To promote your business in Homes & Living please contact: 01634 227817 talktome@thekmgroupp.co.uk

