

Find the talent you need to grow your business

**KM**  **Kent Jobs**  
Press • Radio • Online

THE one-stop solution to all your local recruitment advertising needs



# Local Recruitment Solutions



KentJobs is brought to you by KM Media Group, an independent, family-owned media company serving the people, businesses and local communities of Kent and Medway.

We know that for our local businesses nothing is more important, when recruiting new staff, than finding the right talent quickly and cost effectively. KM Media Group is in the unique position of being able to help business owners promote vacancies, not only to a vast audience of active local jobseekers but also to those who may not be actively job hunting and could be persuaded to consider a career change by something they see or hear.

Kentjobs.co.uk is our online job board which is designed to make finding and filling vacancies quick and easy for jobseekers and recruiters alike. This is complimented by our portfolio of 12 paid for and free newspapers which have recruitment sections, our network of 7 local kmfm radio stations and kentonline.co.uk.

Together our media platforms reach 7 out of 10 adults in Kent and Medway and offer businesses the widest range of localised recruitment advertising tools to choose from.

**KM Media Group presents you with a one-stop solution to all your recruitment advertising needs enabling you to attract relevant applicants quickly, efficiently and cost-effectively.**



# Audiences

KM Media Group advertising platforms reach over 1 million people across Kent and Medway - every week.

33,666 monthly unique browsers [1]

We can promote your vacancy to a vast local audience of those:

- Actively searching for a new job/career
- Not actively searching for a new job/career but could be persuaded to consider a career change by something they see or hear
- Considering a return to work after a break and are not yet sure what they want to do.

76,881 weekly free newspapers circulated [2]

175,966 weekly paid for newspaper readers [4]

188,600 weekly listeners [5]

2,657,432 monthly unique browsers [3]

[1] AT Internet 6 month average Feb - July 2018, [2] ABC (Jan - Dec 2017), [3] ABC Jul - Dec 2017, [4] Publisher's statement [5] RAJAR Q3 2018 (Apr - Sept 2018)

## Research shows that...

**81%** of people that read their local newspaper and/or website said if they were to move job they would ideally work in the area their local newspaper/website covers

**53%** said they use their local newspaper to read about local employers

**41%** read the job section of their local paper and/or website

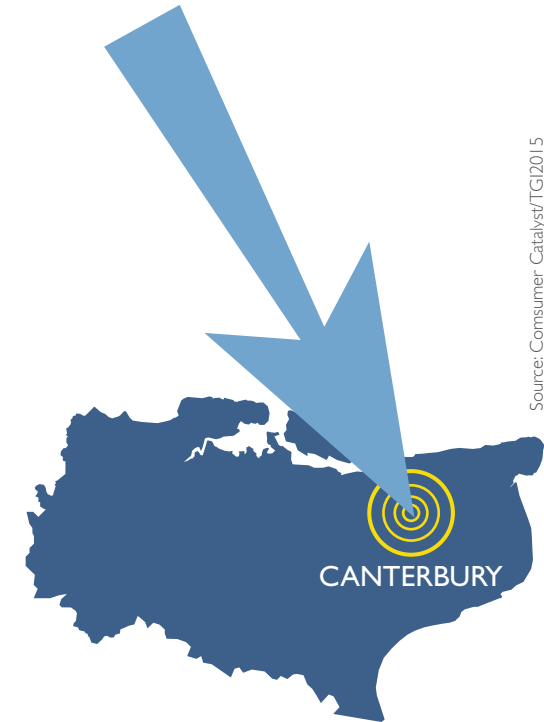
**72%** of local newspaper readers say that the local newspaper keeps them up to date with the local jobs market

**33%** of local newspaper and website readers have applied or looked at a job in the last 4 weeks

## Location Targeting

Our press, online and radio platforms enable recruiters to target recruitment advertising to the location where the vacancy is based matched with the estimated journey time an applicant is likely to undertake. Location targeting in this way means that budgets are spent on reaching the most likely applicants only - with no wastage. Targeting can be specified by major towns and surrounding areas, regional areas of Kent or the entire county if required.

The KentJobs Team are on hand to give you lots of advice and help so that you can choose the right combination of media platforms. This will ensure you find the right person quickly.



Source: Consumer Catalyst/TGI2015

# Suggested Multi-Platform Location Targeting



**KM Media Group is Kent's only independent multimedia company.** We are a family-owned firm with a proud history of serving the people of Kent for more than 150 years. Our constantly evolving portfolio means we can offer the most up-to-date and innovative multimedia advertising solutions across our publishing, broadcasting and online channels

| LOCATIONS    |  | NEWSPAPERS  | KENTONLINE.CO.UK/LOCAL SITES                 | KMFM STATION |
|--------------|--|---|--|--------------|
| MEDWAY TOWNS | Chatham, Gillingham, Rochester               | Kent Messenger Series<br>Medway Messenger (Mon)                     | /medway                                      | Medway       |
| GRAVESHAM    | Dartford, Gravesend, Swanley                 | Dartford Messenger<br>Gravesend Messenger<br>Messenger Extra        | /dartford /gravesend                         |              |
| MAIDSTONE    | Maidstone, Malling, Tonbridge                | Kent Messenger Series   | /maidstone /malling /tonbridge               | Maidstone    |
| SWALE        | Sheerness, Sittingbourne                     | Sheerness Times Guardian<br>Sittingbourne News Extra                | /sittingbourne /sheerness                    |              |
| WEALD        | Tunbridge Wells, Sevenoaks, Weald            | Kent Messenger Series   | /sevenoaks /tunbridge-wells /weald           | West Kent    |
| CANTERBURY   | Canterbury, Faversham, Whitstable, Herne Bay | Kentish Gazette Group<br>(incl. Faversham News)<br>Canterbury Extra | /canterbury /faversham /whitstable /hernebay | Canterbury   |
| DOVER        | Dover, Deal, Sandwich                        | East Kent Mercury   | /sandwich /deal /dover                       | Shepway      |
| FOLKESTONE   | Folkestone, Hythe                            | Folkestone & Hythe Express  | /folkestone /hythe                           | Shepway      |
| ASHFORD      | Ashford, Tenterden, Romney Marsh             | Kentish Express Series  | /ashford /tenterden /romney-marsh            | Ashford      |
| THANET       | Margate, Broadstairs, Ramsgate               | Thanet Extra  | /thanet                                      | Thanet       |



01622 794500

[kentjobs.co.uk](http://kentjobs.co.uk)

[kentjobs@thekmgroup.co.uk](mailto:kentjobs@thekmgroup.co.uk)

[facebook/kentjobs](https://facebook.com/kentjobs)

[@kentjobs](https://twitter.com/kentjobs)



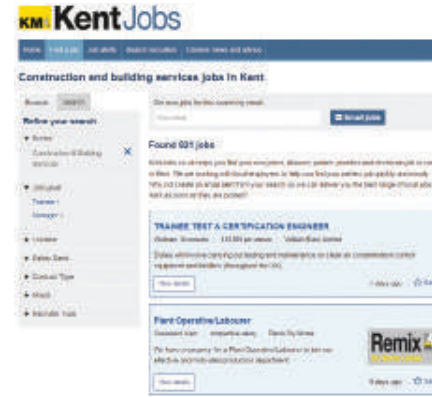
# Listing Adverts & Upgrades



## STANDARD LISTING

Your job will appear in a list of search results based on keywords, sector or location - driving relevant jobseekers to your vacancy. Listing includes:

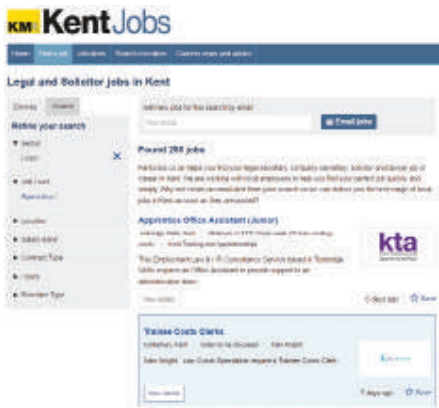
- All key details of the vacancy - unlimited text
- Company logo
- Live for 28 days
- Vacancy details emailed to relevant candidates
- Applications sent direct to your inbox or your website
- Supporting documents can be loaded
- Company profile appears in the Recruiter Listing so candidates can find out more about you as an employer



## PREMIUM WITH TOP JOB LISTING

Be seen first with a Top Job upgrade.

- All the benefits of a premium job listing
- Forces your vacancy to the top of search results, once the relevant category (pre-assigned to the vacancy) has been selected
- One of the most successful ways of increasing visibility, views and applications for your vacancy



## PREMIUM LISTING

Stand out from the crowd with our Premium Job Listing which includes:

- All the benefits of a standard job listing
- Your vacancy highlighted in the list of search results with a tinted background boosting visibility to potential candidates
- Priority over standard job listings in email alerts sent to relevant candidates
- Vacancy posted on KentJobs' social media accounts - Twitter and Facebook



## PREMIUM WITH ENHANCED LISTING

Promoting your brand to attract applications.

- All the benefits of a premium job listing
- Your vacancy details shown with a customised banner - logo and/or visual
- Text can be shown in a brand led colour scheme.



# Online Advertising

Increase interest in your vacancy by placing adverts online that link to your job listing on KentJobs.co.uk or your own website.

This is an excellent way to boost awareness among active jobseekers... and those not yet actively searching.

Place the adverts on **KentJobs.co.uk**, your choice of local sites within **KentOnline.co.uk** and specialist sites which are relevant to your vacancy such as **kentbusiness.co.uk** or **mykentfamily.co.uk**

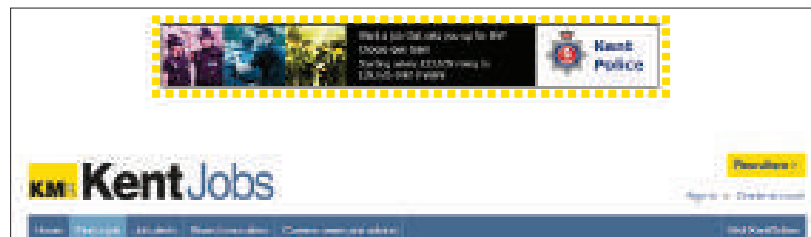
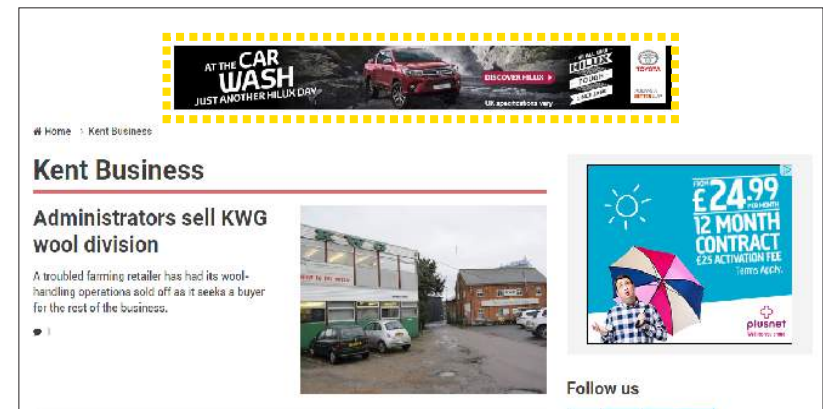
## ONLINE DISPLAY ADVERTS

- Choose from a range of sizes which operate across your chosen sites
- Recommended sizes to use \* - Leaderboard, MPU, Promo Box, Billboard, Mobile & Tablet Banners
- Full set of digital artworks can be designed by our creative services department KMCreate for £150

## ONLINE DIGITAL ALERTS

- Scrolling moving banner running along the bottom of the screen on your chosen websites (Mobile only)
- Branded with 140 characters
- Links to website when tapped.

\*SEE TECH SPEC FOR FULL DETAILS





# Newspaper & Radio Advertising



## NEWSPAPER ADVERTISING

Many jobseekers look for jobs in their local newspaper, including those who aren't actively looking for a new job, but would apply if they came across the right one. KM Media Group publish 12 weekly newspapers serving the local communities of Kent and Medway.

- 9 paid for newspapers
- 3 free newspapers
- Dedicated KentJobs recruitment section in all newspapers
- Range of advert sizes available to suit your budget

## RADIO ADVERTISING

Running a radio commercial on our kmfm radio network builds awareness of your vacancy with active jobseekers and those not actively searching.

- 7 local radio stations plus DAB
- Range of affordable prices
- Commercial production included
- Call to action to visit your job listing on [KentJobs.co.uk](http://KentJobs.co.uk) or your own website



# Candidate Targeting

## KM KentJobs

### Is sales your passion?

Hello {Recipient\_FirstName},  
Are you our star of the future? We're looking for talented, outstanding and dynamic field sales executives, with a proven track record, to join our commercial team.

#### Sales Executives

Location: Kent, South East England  
Salary: Competitive Salary

We're looking for talented, outstanding and dynamic Field Sales Executives, with a proven track record, to join our commercial team.

#### So - do you have what we're looking for?

- a consultative approach to selling
- super organised
- able to build great relationships with customers
- drive and passion to exceed monthly targets

If you do - we will provide you with a competitive salary, bonus potential and all the mod cons and support you need to do your job amazingly, including a company car, so a full clean driving licence is a must have.

If you are our star of the future please click on the link and apply by fully completing the online application form, as well as uploading your CV.

Closing date 10 May 2016



[Apply online now](#)

[View all jobs from this employer](#)

### JOB TARGET

Send a targeted email with details of your vacancy to registered jobseekers that match the criteria for your vacancy. This encourages views and applications.



### CV DATABASE

- Search and download CVs from our jobseeker database
- Make direct contact with candidates relevant to your vacancy
- Quick and easy way to find suitable candidates