

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

Kentjobs.co.uk is a dedicated website which is designed to make finding and filling vacancies quick and easy for jobseekers and recruiters alike. The website can also be accessed via our KentOnline news website which boasts over 3.6 million monthly unique visitors. This is complemented by 9 newspapers which have recruitment sections, together with our network of 7 local kmfm radio stations.

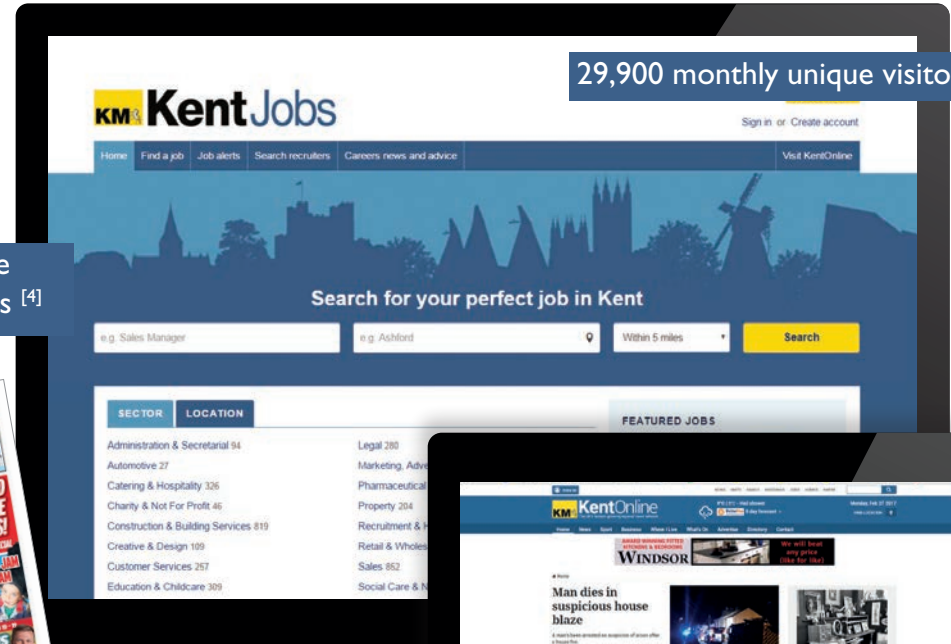


200,200 weekly listeners [3]



38,581 weekly free newspaper readers [4]

180,760 weekly paid for newspaper readers [2]



29,900 monthly unique visitors [1]



3,623,720 monthly unique visitors [1]

[1] Google Analytics (Jan - March 2021) [2] Publisher's statement [3] RAJAR Oct 2019 - Mar 2020 [revised data - July 2020] [4] JICREG Sept 2020

01622 794500

kentjobs.co.uk

kentjobs@thekmggroup.co.uk

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Listing Adverts & Upgrades

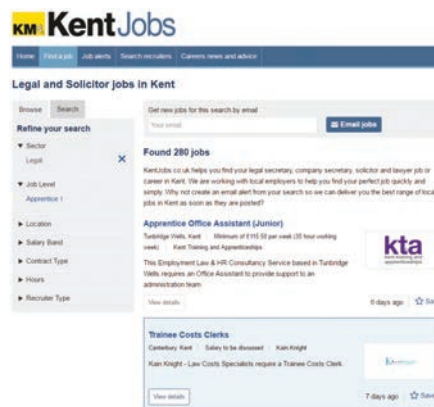


STANDARD JOB LISTING £95

Your job will appear in a list of search results based on keywords, sector and location.

Standard job listing includes:

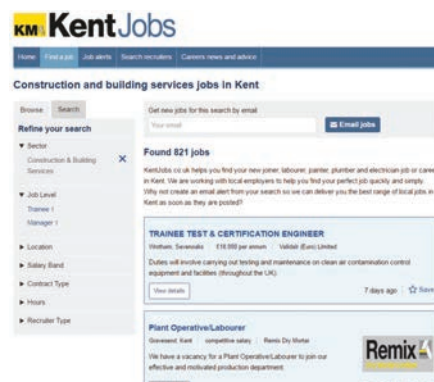
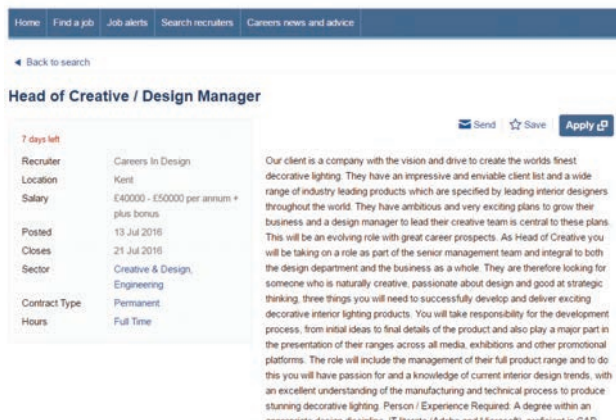
- All key details of the job - unlimited text
- Company logo
- Live for 28 days
- Job emailed to relevant candidate
- Applications sent to your inbox or website
- Company profile in the Recruiter listing



PREMIUM LISTING £125

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 PLUS JOB LISTING £160

Be seen first with a Premium Plus Job Listing, which includes:

- 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

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Radio & Newspaper Advertising



RADIO ADVERTISING

kmfm has a network of seven local stations and DAB, so you can choose the location that is right for your vacancy.

Using radio to promote your vacancy gives you the opportunity to influence people that are:

- Actively searching for a new job/career
- Not actively searching, but can be persuaded to consider a change of employment
- Considering a return to work after a break and are not sure what they want to do



Package	Single Decker	Double Decker	Triple Decker
Days	3	7	14
Ads per day	3 x 20 seconds	5 x 30 seconds	5 x 30 seconds
Spots on one station	9	35	70
Costs	£90	£248	£399
Commercial production included			

Commercial production | voice and library music
Prices exclude VAT



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 8 weekly newspapers serving the local communities of Kent and Medway. The newspapers all have a KentJobs recruitment section.

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Mobile Advertising & Targeting

DIGITAL ADVERTISING

We have a fantastic array of digital advertising opportunities within our portfolio, all of which can be used as part of your recruitment campaign. Your account manager will make sure to talk through the most relevant options for your campaign with you. Here are a couple of our most popular options for recruitment:

[Social Media Advertising](#) | £100+VAT per week:

We will build a social media advertising campaign to specifically target the audience you want to reach, based on demographics such as age, employment status, interests, occupation and location. This can click directly through to your KentJobs listing, or to your website.

Examples: [Apprenticeships](#) | [Bench Joiner](#) | [NHS](#) | [Wardrobe Installer](#)

High Impact Display Packages:

These campaigns will serve a huge volume of Digital ads to tens of thousands of users across your desired area of KentOnline. This can often generate hundreds of clicks, and will click through to your KentJobs listing, or to your website. We have many different versions of this package depending on the area you would like to target, which your account manager will put in front of you. Our Countywide Package is below.

Package	Display	Digital Alerts	Billboards	Price	Duration
Bronze	100,000	20,000	5,000	£359	1 week
Silver	200,000	40,000	10,000	£649	2 weeks
Gold	300,000	60,000	15,000	£859	3 weeks
Platinum	400,000	80,000	20,000	£999	4 weeks

LOCATION TARGETING

Our press, online and radio platforms enable recruiters to target specific locations. Location targeting means that budgets are spent on reaching the most relevant applicants - with no wastage. Targeting can be specified by major towns and surrounding areas, regional areas of Kent or the entire county if required.

