

Destination KENT

Media Pack 2019



Get ready for Destination Kent 2019 - the biggest and best multimedia guide for residents and visitors to Kent.

Led by a high quality print publication, with comprehensive distribution across Sussex, Surrey, Essex, Kent and South East London, together with a detailed website; Destination Kent is THE place to promote your business.

More people than ever are visiting, having a day trip or taking a staycation in Kent, so there has never been a better time to promote your business. Destination Kent offers you the best way to reach this potential audience.

Editorially led, Destination Kent highlights key reasons the county is the ideal tourist destination, offering valuable advice and information. Destination Kent is supported by Visit Kent - the official destination management organisation for Kent and Medway, responsible for supporting and growing the tourism industry.



"We're thrilled to be working with KM Media Group on the Destination Kent guide to help warmly welcome visitors to Kent. The guide will be packed full of handy tips, recommendations and inspirational ideas so that visitors can really make the most of their time in the county."

Deirdre Wells OBE, Chief Executive, Visit Kent

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Proposed Editorial Content

- **ABOUT KENT** - Including major tourist attractions
- **COASTAL KENT** - Overview of the 350 miles of coastline, looking at the best sandy beaches, Blue Flag coves and quiet bays
- **GREAT DAYS OUT** - Featuring art, culture, heritage, golf and railways. Including Kent for free and Kent for couples
- **TOWNS AND VILLAGES** - A look at the best places to visit across the county with a focus on key towns
- **SHOPPING** - Kent has some of the best shopping in the country - from big brands and designer bargains to antiques
- **THE GARDEN OF ENGLAND** - Focus on beautiful parks and gardens
- **WHERE TO EAT** - From Michelin stars to burger bars. All the best restaurants, pubs, pub gardens and an overview of Kent's vineyards and breweries
- **WHERE TO STAY** - An overview of hotels, campsites, caravan parks, farm stays and hotels. Plus some of the more unusual places to stay, including pet friendly places
- **DAY TRIPS** - Being in Kent means getting to France is easy, whether as a day trip or for a few days. Plus a look at day trips to London and Sussex

Distribution

80,000 copies of "Destination Kent" will be printed and available from early June 2019 at:

- Selected large supermarkets across Kent, Sussex, Surrey, Essex and South East London
- Tourist attractions, hotels and other tourist accommodation
- Advertiser offices
- Visitor information centres across Kent and Medway
- KM Media Group offices across Kent and Medway
- A copy for KM Newspaper home delivery customers
- Iliffe Media offices across Cambridgeshire, Suffolk, Norfolk and Lincolnshire
- Across Northern France with media partner "Nord Littoral"
- With cross channel transport operators

Publishing date: Week commencing June 3

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This exciting guide will be available as a printed publication with about a 50% editorial ratio, a glossy 220gsm cover and 90gsm silk copy. This is complemented by a dedicated website, both providing a showcase for tourism related businesses across Kent.

KM Media Group are pleased to offer businesses and organisations a number of high profile and special advertising opportunities to promote their services to large audiences.

Ad size	Dimensions	Rate
Double page spread	220 x 308mm	£2,500
Full page	220 x 156mm	£1,750
Back page	220 x 156mm	£1,999
Half page	110 x 156mm	£1,100
Quarter page	110 x 76mm	£659
Eighth page	55 x 76mm	£339
Sponsorship		POA



Example profile page

All prices exclude VAT

All advertisers booking a quarter page or larger receive a profile page and social media promotion by Destination Kent.

Advertisers spending £1,000 or more will receive a minimum of 60,000 page impressions across Destinationkent.co.uk and others in the KentOnline network.

Promotion/Marketing

Destination Kent will be supported by a high profile multimedia advertising campaign running from May 2019 over 6 months - with activity including advertising and editorial across:

- KM and Iliffe Media Group newspapers and websites
- kmfm radio
- Social media promotion across facebook, twitter and instagram
- Promotion on KMTV - Kent's TV channel
- Key events such as KEiBA and Kent County Show
- Advertising with KM Media partners

Please contact

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or call 01622 794578