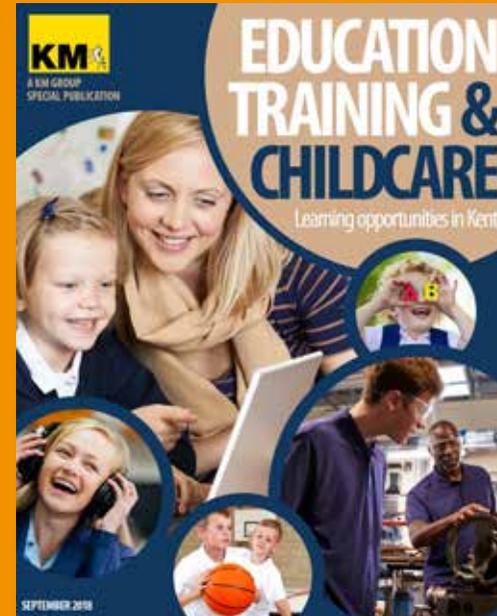
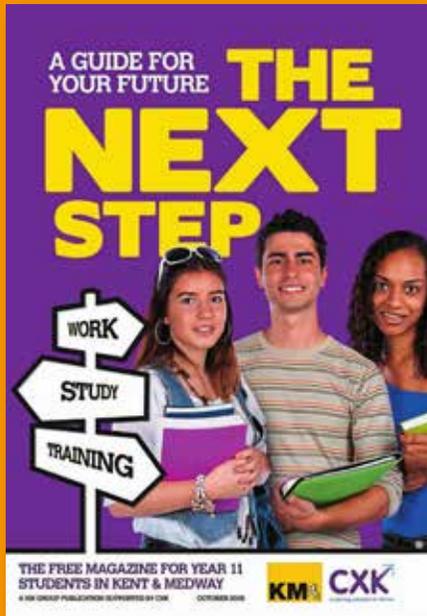


# Education Sector

Media pack  
2019



Parenting is a lifelong sequence of tough decisions. None are more important than the decisions that have to be made about a child's education - from pre-school to post 16 or 18 choices. KM Media Group has a number of products which offer help and advice to parents and also students, whilst celebrating exam success. These products provide an opportunity to promote education, training and childcare services to a targeted audience.

KentOnline



**KMFM**  
KENT'S BIGGEST HITS



# Publications are complemented by extensive online and radio packages

## kmfm

With a network of 7 local kmfm stations and 1 DAB station, KM Media Group's radio portfolio reaches a weekly audience of 200,000 people across Kent.\* The biggest hit songs from today and the last 20 years, kmfm provides a mix of music, news and essential travel information. kmfm can offer a variety of options to advertisers including airtime, sponsorship and promotional opportunities. Depending on what you are advertising and what you are looking to achieve, kmfm can be as flexible as you need.

## KentOnline

KentOnline has 2,657,432 unique browsers every month\*\* and is the destination for Kent news and information. It is also a gateway to local sites via "Where I Live" and specialist sites such as KentJobs and Kent Business.

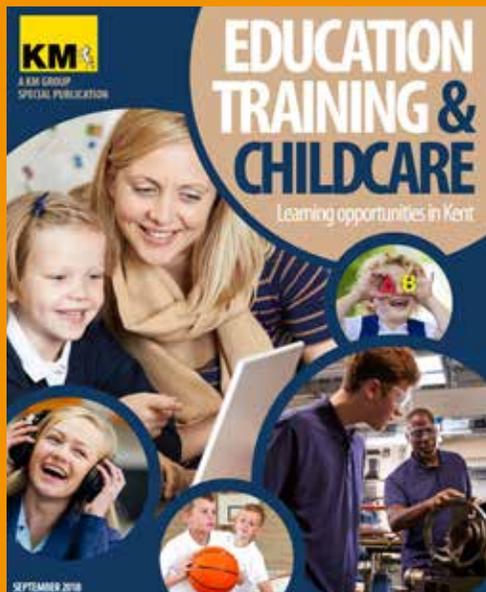
With options to suit any budget, from basic banners to sponsorship opportunities, KentOnline is flexible and creative. It is a cost effective way to target messages to both parents and students alike.

\* RAJAR Q4 2018 (Jul - Dec 2018) \*\*ABC (Jul - Dec 2017)

# KentOnline

# Kmfm

KM KENT'S BIGGEST HITS



**Published four times a year**



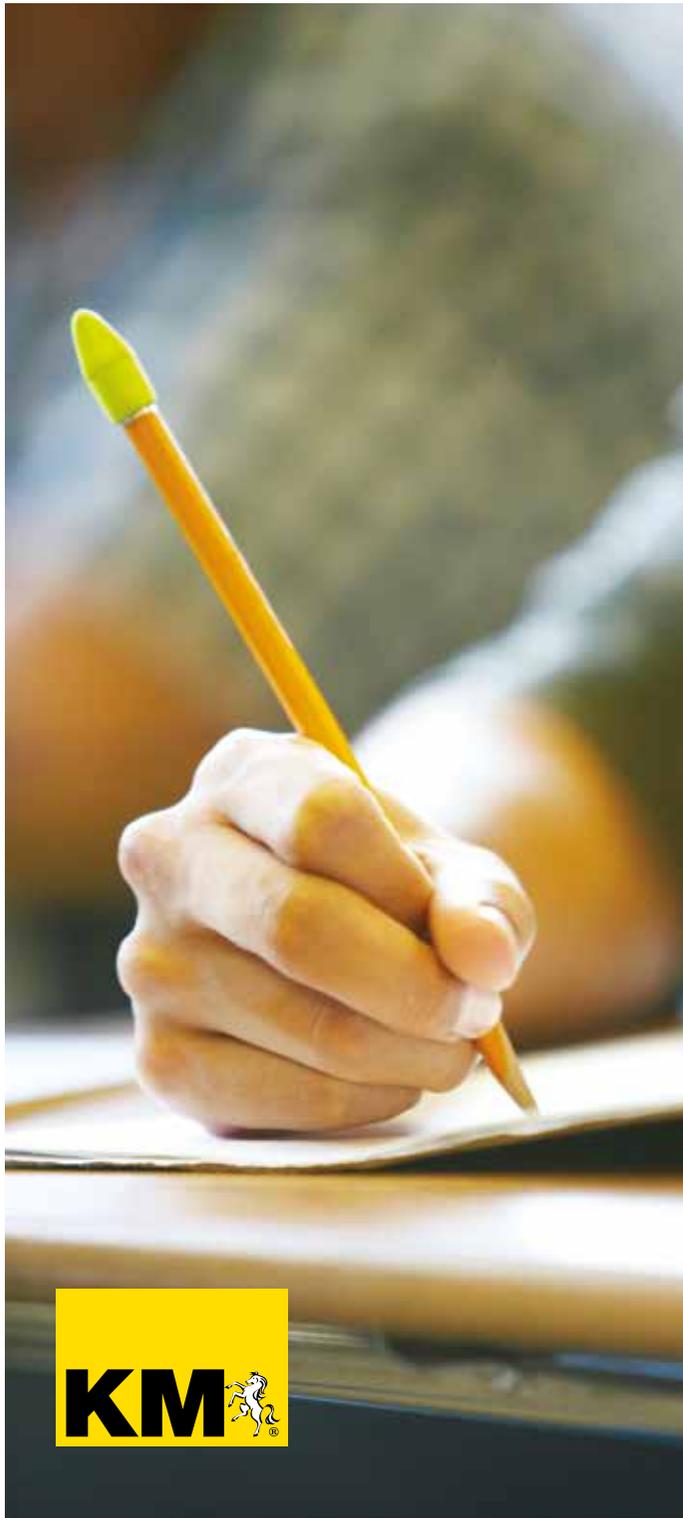
# Education Training & Childcare Supplement

Education, Training & Childcare is a special supplement published by KM Media Group four times a year. It offers help and advice to parents and students, exploring the most topical issues related to education. This supplement, therefore, offers an excellent opportunity to those wishing to promote an educational establishment or training service and make parents and students alike, aware of the benefits they have to offer. It is particularly useful for promoting Open Days or Evenings that are being staged over coming months.

Education, Training & Childcare is published as an 8 to 12 page pull-out section in a selection of KM Media Group paid-for newspapers in February, April and October and as a 44 page standalone, magazine-style publication in September. A digital, page-turning edition of the September publication is placed on [KentOnline.co.uk](http://KentOnline.co.uk) enabling its 2.6 million monthly unique browsers\* to access the supplement, browse editorial and advertisements, and link through to websites where URLs are stated.

Distribution	Coverage	Circulation**	Readership***
Kent Messenger Series	Maidstone, Malling, Medway & Weald	20,800	80,432
Kentish Gazette Group	Canterbury, Faversham, Herne Bay, Whitstable	9,877	32,912
Kentish Express Series	Ashford, Tenterden, Romney Marsh	7,951	22,263**
Sittingbourne News Extra	Sittingbourne	3,898	13,194
East Kent Mercury (Series)	Dover, Deal & Sandwich	6,998	20,754
Folkestone & Hythe Express	Folkestone, Hythe	1,717	4,808**

Sources: \* ABC (Jul - Dec 2017) / \*\* Publisher's statement \*\*\* JICREG (Oct 2018)



# Rates & Dimensions

Rates per edition	Advert only	Advert with Profile	Feb, April & Nov edition (h x w)	Sept edition (h x w)
Full page	£2,550	£3,150	340mm x 276mm	320mm x 261mm
Half page (H)	£1,400	£2,000	170mm x 276mm	160mm x 261mm
Half page (V)	£1,400	£2,000	340mm x 136mm	320mm x 128mm
Quarter page	£800	£1,400	170mm x 136mm	160mm x 128mm

Rates above include complementary online advertising as specified. Prices exclude VAT. Discounts available for multiple bookings.

## Sponsorship Package

**Sponsoring the supplement includes: a full page advert on a cover position, a half page editorial or School Profile, a logo on the front cover, 50,000 page impressions on a local KentOnline website of your choice that fits your audience requirements and a logo on all pre-promotional advertisements (subject to booking date).**

**Cost : £3,985 per edition**

## Pre-promotion

**Promoted prior to publication in the KM Media Group newspapers in which the supplement will appear, as well as on kmfm and online on the relevant local stations/sites. This activity will enhance newspaper sales and extend the reach of this supplement.**

Dates	Feb 2019	April 2019	Sept 2019	Oct 2019
Publication Date (week-ending)	15/2/19	26/4/19	13/9/19	25/10/19
Copy/Payment Deadline	8/2/19	18/4/19	23/8/19	18/10/19



# Profile

You have an opportunity to place a half page advertorial styled profile of your school, college or university in addition to branded advertising. This allows you to give readers in depth details, Ofsted report details or special features / facilities which you offer students. A profile includes a 350 word description, full contact details, your logo and 2 photographs.



## A styled profile of your school, college or university



# Online advertising

When you book an advertisement into the Education Supplement you receive 15,000 online advertising impressions on a local KentOnline website of your choice.

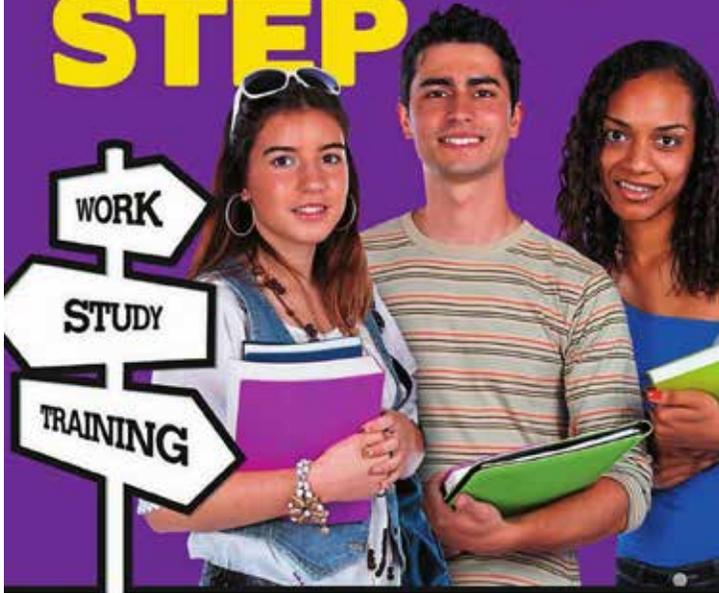
Additional impressions can be purchased for just £7 per thousand impressions (CPM) - more than 50% off the rate card.

Free Digital Magic design service.

An 'impression' is defined as being each time your online advert is presented to a website visitor. Adverts are served via multi-format placements across desktop, tablet and mobile devices.

A GUIDE FOR  
YOUR FUTURE

# THE NEXT STEP



THE FREE MAGAZINE FOR YEAR 11  
STUDENTS IN KENT & MEDWAY

KM GROUP PUBLICATION SUPPORTED BY CXX OCTOBER 2019



# The Next Step

## A guide to your future

The Next Step is a 48 page stand-alone magazine published to a very high production specification. It is an A4 staple - bound magazine using high quality gloss paper throughout.

The guide offers readers inspiring and relevant articles to help students to decide on their next step.

Editorial content :

- Variety of post 16 choices available
- Work experience / volunteering
- Sixth form options
- Apprenticeships
- Further & Higher education
- Advice on job interviews and CV writing

## Distribution

22,000 copies are delivered direct into Kent and Medway schools.

E-edition served on [KentOnline.co.uk](http://KentOnline.co.uk) which can also be shared with schools.

	Rate	Size	Dimension (h x w)
Double Page Spread	£3,000	28cm x 8col	280mm x 406mm
1/2 Double Page Spread	£1,585	14cm x 8col	140mm x 406mm
Full Page	£1,585	28cm x 4 col	280mm x 196mm
Half Page	£795	14cm x 4 col	140mm x 196mm
Quarter Page	£395	14cm x 2 col	140mm x 96mm
Column Advert	£340	24cm x 1 col	240mm x 48mm
Strip Advert	£285	5cm x 4 col	50mm x 196mm
Eighth Page	£195	7cm x 2 col	70mm x 96mm

**Published:**

**4 October 2019**

**Copy / advertising  
deadline:**

**13 September 2019**

Special guaranteed positions are + 10% on rates shown





# Celebrating Success

A round up of exam results from local schools.

It is more important than ever for students to achieve good exam results as the economy remains difficult and competition for jobs and college places remains ever fierce. So, if your school gets some great results, why not proudly announce them to your local community?

To help you celebrate this year's exam results success, KM Media Group is publishing a 4 page feature: 'Celebrating Success' in a selection of KM Media Group paid-for newspapers immediately after the release of the exam results.

Featuring success stories and the performance of local schools, 'Celebrating Success' offers an excellent platform for you to congratulate your students and teachers on their achievements and promote your school to a huge local audience.



# Rates & Distribution

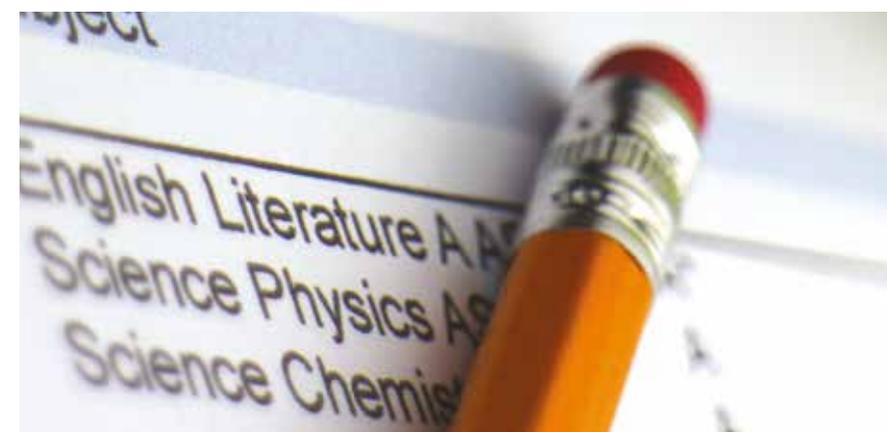
Newspaper	Covering	Circulation Publisher's statement	Readership (JICREG Oct 2018)	11cm x 2col	11cm x 4col
East Kent Mercury (Series)	Deal, Dover, Sandwich	6,998	20,754	£80	£151
Kent Messenger (Series)	Maidstone, Malling, Weald, & Medway	20,800	80,432	£180	£333
Kentish Express (Series)	Ashford, Tenterden, New Romney	7,951	22,263 <sup>[1]</sup>	£70	£130
Kentish Gazette Group	Canterbury, Whitstable, Herne Bay, Faversham	9,877	32,912	£80	£151
Folkestone & Hythe Express	Folkestone and Hythe	1,717	4,808 <sup>[1]</sup>	£80	£151
Gravesend and Dartford Messenger	Gravesend & Dartford	3,421	11,631 <sup>[1]</sup>	£88	£183
Thanet Extra	Margate, Broadstairs and Ramsgate	38,592	41,835	£88	£146

[1] Publisher's statement

All prices exclude VAT



**Publication date: 30 August 2019**  
**Advertising deadline: 23 August 2019**



**ae PUBLICATIONS**  
www.aepublications.co.uk

These questions have been prepared by AE Publications. Additional questions provided for 11+ plus practice can be downloaded from [www.aepublications.co.uk](http://www.aepublications.co.uk)

**11+ EXAMS SUCCESS**

**Are you smart enough to pass the 11-plus?**

Thousands of youngsters will be sitting the Kent Test this week. Give them a helping hand with these mini-exams - and find out just how bright you are at the same time!

**ENGLISH**  
The English exam tests comprehension skills and challenges children's spelling, punctuation, grammar and vocabulary.

**SEMANTICS**  
Use the words below to complete the sentences below.

WORD	DEFINITION	TRICKS	CATEGORY	CONTAINER
INCORRECT	WRONG	WRONG	ADJECTIVE	ADJECTIVE
NAVAL	RELATING TO THE SEA	NAVAL	ADJECTIVE	ADJECTIVE
AVAIL	TO BE AVAILABLE	AVAIL	VERB	VERB
DEPART	TO GO AWAY	DEPART	VERB	VERB

Write the synonyms for the word in CAPITALS. In each box:

- She was not sure of the document's **CLASSIFICATION**.
- He is a very **NAVAL**, man and a pleasure to be around.
- Her **AVAIL**ing and **DEPART**ing chair show how **DEPART**ing she is.

Write the antonyms for the word in CAPITALS. In each box:

- Classroom had **INCORRECT** chairs, making his speech **WRONG**.
- The **DEPART**ing was made to **DEPART** his achievements.
- The **INCORRECT** **DEPART** for the **DEPART**ness of the chair out.

Write the homophones for the word in CAPITALS. In each box:

- Ability photographs **TRICK** the children into the forest.
- The **WRONG** **DEPART** at **DEPART**ment is not to be missed.
- After his **DEPART** from the **DEPART** to **DEPART** down the steps.
- The **DEPART** test is written for **DEPART** of the test.

**CROSSWORD**  
Spelling and vocabulary are tested in this quiz.

- Teeth being ground together
- A feeling of interest or doubt
- Check other than water
- A hole in a table top
- Beard on a dog's face
- Of a very high quality or standard
- To hold and transport
- Not in the open meeting
- Beard that grows from the side and back of the head
- To test, check or try

**ae PUBLICATIONS**  
www.aepublications.co.uk

AE Publications' workbooks and testbooks are the perfect preparation for 11+ exams

**11+ EXAMS SUCCESS**

# 11-Plus

In September hundreds of children sit the 11-Plus test in Kent and Medway. To coincide with this KM Media Group is publishing a special mini exam 4 page pull-out in all of its paid-for newspapers. It will carry over 90 test questions and will help prepare youngsters for this tough challenge - and brave parents can have a go too!

## Solus Promotional Package

This special 11-Plus focus provides an invaluable advertising platform for all leisure, education and family focused advertisers.

## Package available per newspaper

4cm x 8 col (40mm x 276mm) strip adverts appearing on the bottom of the first 3 pages of the pull out in each newspaper.

Quarter page advertisement (170mm x 136mm) appearing next to an editorial feature that focuses on the importance and impact of the 11-Plus which is published in each newspaper alongside the exam pullout.

10,000 online advertising page impressions on a local KentOnline website of your choice. Online advertisements are served via multi-format placements across desktop, tablet and mobile devices and can run in a time scale of your choice. (80,000 for an all titles advertiser appearing on KentOnline.co.uk).



# 11-Plus Rates & Distribution

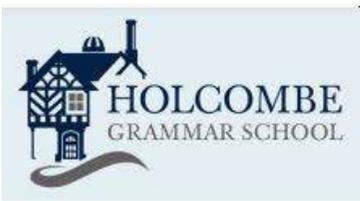
Newspaper	Circulation*	Readership**	Package Price
<b>Kent Messenger</b> (Maidstone, Malling, Weald)	11,024	42,749*	<b>£999</b>
<b>Medway Messenger</b>	9,152	35,489*	<b>£775</b>
<b>Dartford &amp; Gravesend Messenger</b>	3,421	11,631* <sup>1</sup>	<b>£425</b>
<b>Kentish Gazette Group</b> (Canterbury, Herne Bay, Whitstable, Faversham)	9,877	32,912	<b>£675</b>
<b>Kentish Express</b> (Ashford, Tenderden, Romney Marsh)	7,951	22,263*	<b>£650</b>
<b>East Kent Mercury</b>	6,998	20,754	<b>£375</b>
<b>Folkestone &amp; Hythe Express</b>	1,717	4,808*	<b>£350</b>
<b>All titles above</b>			<b>£3,250</b>

Sources: \*Publisher's statement \*\*JCREG (Oct 2018)



**Publication date: 30 August 2019**  
**Advertising deadline: 23 August 2019**





“ Sixth Form Open Evening went well, over 150 students came through the doors; all down to the wonderful advertising! ”

**Mrs Wendy Tanner**  
**PA to Principal, Mrs J Diaz**  
**HR Admin Officer**

Fulston Manor  
School



“ Thank you so much for the recent advertisements you created and published for us. Our Account Manager is always so helpful and the rapid turnaround on requests is fantastic. Nothing is too much trouble and I feel like I am dealing with a friend. The quality of the adverts are great and using KM Media Group to ‘spread the word’ is a must each year for us. ”

**Sarah Palmer**  
**Publicity and Events Manager**



**Kent**Online

**KMFM**  
KENT'S BIGGEST HITS

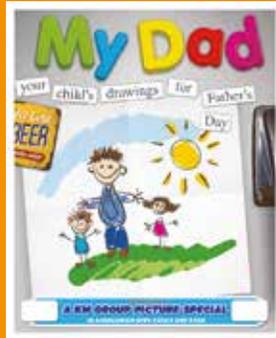
# Other Publications

You may also be interested in the following family focused KM Media Group publications:



## My Mum and My Dad:

Two special supplements celebrating Mother's Day and Father's Day, full of drawings lovingly created by children from primary schools of their mums / dads



## First Class:

A photo supplement recording children's first few days at primary school



## My Kent Family:

Full of family fun suggestions to keep the kids entertained over the summer. It's also fun-packed full of competitions, puzzles and quizzes



## Christmas:

An all-in-one guide for planning Christmas, packed full of shopping, dining and entertainment ideas to make the festive season special for everyone



## What's On:

Kent's leading weekly leisure and entertainment publication, has been providing Kent communities with up to date event-led information for over 20 years