

FIRST CLASS

MEDIA PACK 2019

OVERVIEW

Every September thousands of Kent infants start school for the very first time, it's an exciting time for the children and their parents! KM Media Group celebrate this momentous occasion with a special publication. First Class features photographs of each new class in the local area, each local edition forms a unique record and souvenir.

First Class is free with all KM Media Group paid-for titles. The whole of Kent is covered with one of the most engaging features of the year with a circulation of over 56,000.*

We anticipate higher than average copy sales. Previously when First Class has published we have experienced approximately a 20% increase in newspapers sold.

DISTRIBUTION

Publication	Weekly circulation <small>Publisher statement</small>	Weekly readership <small>JICREG May 2019</small>
Sheerness Times Guardian	3,878	10,806
East Kent Mercury	6,405	19,207
Kentish Gazette Group (Canterbury, Whitstable, Herne Bay and Faversham)	9,999	34,592
Gravesend and Dartford Messenger	3,074	10,869*
Folkestone & Hythe Express	1,677	5,805*
Sittingbourne News	3,541	12,154
Kentish Express Series (Ashford, Tenterden, Romney Marsh)	7,271	25,168*
Kent Messenger (Maidstone, Malling and Weald)	9,493	39,098*
Medway Messenger (Thursday)	7,981	23,271*



Source: * Publisher's statement



RATES & DATA

Rates shown are for advertising in **ALL** editions of First Class countywide reaching an audience of 196,865.*

4cm strip advert (40mm x 276mm) £395. Adverts can be booked per edition at local rates.

COUNTY SPONSORSHIP

Sponsoring this hugely popular family led supplement places your brand at the heart of Kent's local communities. The sponsorship package includes the following:

- Logo on the front cover of all 9 local editions of First Class
- Full page advertisement in a cover position in all 9 editions
- 50,000 online page impressions placed on kentonline.co.uk

The supplements will be heavily promoted in the 2 weeks leading up to publication in all 12 KM Media Group newspapers (261,880 readers per week) on our 7 kmfm radio stations (233,000 listeners a week) and across kentonline.co.uk (2,137,225 unique monthly browsers). Sponsor logo and credits appear in all of this pre-promotional marketing – subject to time of booking.

Countywide sponsorship investment : £5,171

KENTONLINE.CO.UK

KM Media Group has a dedicated online presence, kentonline.co.uk which has over 2.1 million monthly unique browsers.

Countywide strip advertisers can purchase online advertising on kentonline.co.uk at the discounted rate of £9 cpm - Adverts are served via multi-format placements across desktop, tablet and mobile devices.



PRE-PROMOTION

First Class will be extensively promoted prior to publication in all KM Media Group newspapers, across the kmfm network and on kentonline.co.uk.

Publication date: Week ending 11th October, 2019

Deadline: Monday 30th September, 2019

Sources:

* Publisher's statement / Unique browsers: AT Internet (May 2019) / Readers: JICREG May 2019 / Listeners: RAJAR Q2 2019 (Jan 2019 - Jul 2019)

All prices exclude VAT

