

# FIRST CLASS

## MEDIA PACK 2019

### GRAVESEND & DARTFORD MESSENGER

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, so each supplement forms a unique record and souvenir.

### AUDIENCE

Gravesend & Dartford Messenger has a circulation of 3,074 and a weekly readership of 10,869. We anticipate higher than average sales due to the appeal of this feature. Previously when First Class has published we have experienced approximately a 20% increase in newspapers sold.

### PRE-PROMOTION

First Class will be extensively promoted prior to publication in all KM Media Group newspapers, throughout [kentonline.co.uk](http://kentonline.co.uk) and on [kmfm.co.uk](http://kmfm.co.uk) (subject to availability).

**Publication date: Week ending 11th October 2019**



Circulation & Readership: Publisher's statement / Unique browsers: AT Internet (May 2019)

All prices exclude VAT

### LOCAL SPONSORSHIP PACKAGE

- Full page advert/advertorial in a cover position
- Logo on front cover
- 20,000 online impressions on [kentonline.co.uk/gravesend](http://kentonline.co.uk/gravesend) or [dartford](http://kentonline.co.uk/dartford)
- Logo on pre-promotion in Gravesend & Dartford Messenger and online

(Subject to booking date)

**Investment: £525**

### ONLINE ADVERTISING

4cm strip advertisers can purchase online advertising impressions at the special rate of £9 cpm. Online advertising impressions will appear on [kentonline.co.uk/gravesend](http://kentonline.co.uk/gravesend) and [kentonline.co.uk/dartford](http://kentonline.co.uk/dartford) which attracts 243,737 and 261,795 unique monthly browsers.

Adverts are served via multi-format placements across desktop, tablet and mobile devices.

**RATES** - 4cm strip advert (40mm x 276mm) £105

