



digital

Native Advertising

FINANCIAL CHART

Category	Value
Entertainment	200
Food	350
Home	350
Medical	100
Personal Items	300
Travel	200
Utilities	200
Other	50

ACTUAL SUMMARY

Category	Actual	Target
Category 1	75%	75%
Category 2	17%	17%
Category 3	7%	7%
Category 4	1%	1%

CATEGORY

Category	Value
Category 1	200
Category 2	200
Category 3	200

TOTAL SALES

Category	Value
Category 1	200
Category 2	200
Category 3	200

MATERIALS

Description	Quantity	Unit Price	Total Price
Material 1	1000	10	10000
Material 2	2000	5	10000

PRODUCTS

Description	Price	Qty	Sub Total
Product 1	10000	1	10000
Product 2	10000	1	10000

SAPORS

Category	Value
Sapor 1	200
Sapor 2	200

TOTAL

Category	Value
Total	200

Native Advertising



What is it?

Native Advertising is the new direction in modern media marketing that steers away from traditional banners and social ads that make a clear offer.

In an age where content is the new creative and native is the new distribution, Native Advertising is a fast growing industry and the latest tactic being deployed by online media marketers.

Getting your brand into a news article

Native Advertising is paid-for content written on your behalf with a newsworthy angle.

The idea behind Native Advertising is to subtly put your brand or advertising message into the article and that will be published on either KentOnline or the KentOnline local pages like Ashford, Maidstone and Sittingbourne.

If the article is written without a clear advertising message and more of a news angle, the browsers are more likely to click on the article. There are two ways that Native Advertising will appear on KentOnline, **Polar** and **Premier**.

Polar works by impressions, so the exposure of your article on KentOnline will depend on the number of impressions and which area(s) you want to target (see table).

Premier is where Native Advertising sits permanently on KentOnline. This potentially earns more post clicks than Polar. Most Polar articles include social media posts on the KentOnline Facebook and Twitter pages (see table) while all Premier articles are posted on social media.

There is a URL for both Polar and Premier Native Advertising and the articles are archived on KentOnline.

Figures, such as recent statistics from MediaPost, reveal that 90% of publishers are now leading with Native Advertising.



Polar

Moving with the times, KM digital has broadened its Native writing team and recently implemented Polar - a market leading platform built specifically to create, serve, and scale Native Advertising for premium publishers.

Polar also delivers full analytics for published content.

SITE	PAGE IMPRESSIONS	COST
KentOnline network	Up to 75,000 over 7 days 1 Facebook post and 2 Tweets	£750 (£10 CPM)
KentOnline local site	Up to 10,000 over 7 days No social media postings	£200 (£20 CPM) 2 or 3 local sites 10% off
KentOnline local site	Up to 30,000 over 14 days 1 Facebook post and 2 Tweets	£300 (£10 CPM) 2 local sites 10% off. 3 local sites 15% off

Premier

As the name suggests, it is the high-end option when it comes to publishing Native Advertising on KentOnline.

These articles sit permanently on the sites as opposed to being served by impressions as in the case of Polar-fed Native Advertising..

SITE	DETAILS	COST
KentOnline network	Standard premium tenancy Content panel 7 days - 1 Facebook post and 4 Tweets	£1,500
KentOnline local site	Premium tenancy (4th on the grid) 7 days - 1 Facebook post and 4 Tweets	Various see next sheet 2 local sites 10% off. 3 local sites 15% off



Prices exclude VAT

Please always check with John Leonidou (jleonidou@thekmgroupp.co.uk or 01622 794559) for slot availability for Premier packages

Premier Site Rates



SITE	COST
Kentish Express includes Ashford, Tenterden and Romney Marsh	£700
Kentish Gazette includes Canterbury, Whitstable, Herne Bay and Faversham	£700
Dartford Messenger/Gravesend Messenger includes Gravesend & Dartford	£400
East Kent Mercury includes Deal, Dover and Sandwich	£400
Folkestone & Hythe Express includes Folkestone and Hythe	£350
Kent Messenger includes Maidstone, Weald, Malling, Tonbridge, Tunbridge Wells and Sevenoaks	£700
Medway Messenger includes Medway	£700
Sheerness Times Guardian includes Isle of Sheppey	£400
Sittingbourne News includes Sittingbourne	£400
Thanet Extra includes Thanet	£400

Prices exclude VAT