



# digital

## Native Advertising



MAINTENANCE

Item	Cost per Hour	Hours	Sub Total
Item 1	100	1	100
Item 2	200	2	400
Item 3	300	3	900
Item 4	400	4	1600
Item 5	500	5	2500
Item 6	600	6	3600
Item 7	700	7	4900
Item 8	800	8	6400
Item 9	900	9	8100
Item 10	1000	10	10000
<b>TOTAL</b>			<b>50000</b>

# 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 150,000 over 7 days 1 Facebook post and 4 Tweets	£900 (£10 CPM)
KentOnline network	Up to 75,000 over 7 days 1 Facebook post and 2 Tweets	£500 (£10 CPM)
KentOnline local site	Up to 20,000 over 7 days No social media postings	£200 (£20 CPM) 25% off second site when combined
KentOnline local site	Up to 40,000 over 14 days 1 Facebook post and 2 Tweets	£300 (£10 CPM) 25% off second site when combined

# 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	£1,200
KentOnline local site	Premium tenancy (4th on the grid) 5 days - 1 Facebook post and 3 Tweets	Various see next sheet 25% off second site when combined
Kent Business, What's On	Premium tenancy (4th on the grid) 5 days - 1 Facebook post (on KoL) and 2 Tweets	£300

Prices exclude VAT



Please always check with John Leonidou ([jleonidou@thekmgroupp.co.uk](mailto: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	£600
Kentish Gazette includes Canterbury, Whitstable, Herne Bay and Faversham	£600
Dartford Messenger/Gravesend Messenger	£350
East Kent Mercury includes Deal, Dover and Sandwich	£350
Folkestone & Hythe Express	£350
Kent Messenger includes Maidstone, Weald, Malling, Tonbridge, Tunbridge Wells and Sevenoaks	£600
Medway Messenger	£600
Sheerness Times Guardian includes Isle of Sheppey	£350
Sittingbourne News	£350
Thanet Extra	£350

Prices exclude VAT

