



PORTFOLIO AUDIENCE SUMMARY

May 2022

| | ABC (Jan-Dec 2021) | JICREG (Oct 2021) |
|--------------------------------|--------------------|-------------------|
| PAID-FOR NEWSPAPERS | Circulation | Readership |
| East Kent Mercury | 3,240 | 14,607 |
| Folkestone & Hythe Express | 1,142 | 4,579 |
| Gravesend & Dartford Messenger | 1,733 | 9,658 |
| Kent Messenger (Series) | 9,798 | 56,284 |
| Kentish Express (Series) | 3,847 | 15,426 |
| Kentish Gazette Group | 6,744 | 29,495 |
| Sheerness Times Guardian | 2,150 | 9,119 |
| Sittingbourne News | 2,258 | 10,366 |

* Publisher's statement

| | ABC (Jan-Dec 2021) | JICREG (Oct 2021) |
|------------------------|--------------------|-------------------|
| FREE NEWSPAPERS | Circulation | Readership |
| Thanet Extra | 12,809 | 24,408 |

* Publisher statement

| | ABC (Jan-Dec 2021) | JICREG (Oct 2021) |
|---|--------------------|-------------------|
| PACKAGED TITLES | Circulation | Readership |
| Kentish Express (Series) + Folkestone & Hythe Express | 4,989 | 25,145 |

| | Publisher's statement | Publisher's statement |
|----------------------------|-----------------------|-----------------------|
| TOTALS | Circulation | Readership |
| PAIDS & FREES (Supergroup) | 43,721 | 179,082 |
| PAIDS | 30,912 | 154,674 |
| FREES | 12,809 | 24,408 |

| | Publisher's statement | Publisher's statement |
|---|-----------------------|-----------------------|
| WHAT'S ON | Circulation | Readership |
| Circulated with all paid-for newspapers | 30,912 | 154,674 |

| kmfm | Weekly listeners | Weekly Reach |
|-------------|-------------------------|---------------------|
| Group | 158,000 | 12% |

RAJAR Q4 2021 (Jul 2021 - Dec 2021)

| NEWSLETTERS | Subscribers |
|---------------------------------|--------------------|
| Gills FC | 449 |
| Kent Business | 3,551 |
| KMTV | 735 |
| My Kent Family | 11,185 |
| News Alerts | 8,120 |
| Paul on Politics | 1,284 |
| Secret Drinker | 1,551 |
| What's On | 17,918 |
| Total unique subscribers | 27,191 |

As of May 3, 2022



PORTFOLIO AUDIENCE SUMMARY

May 2022

| WEBSITES | Page Views | Unique Visitors |
|--------------------------------|------------|-----------------|
| Dartford Messenger | 915,750 | 411,002 |
| East Kent Mercury | 1,372,965 | 536,522 |
| Folkestone & Hythe Express | 411,449 | 211,304 |
| Gravesend Messenger | 655,609 | 289,572 |
| Kent Messenger: Maidstone & WK | 1,615,192 | 534,549 |
| Kent Messenger: West Kent | 955,778 | 417,738 |
| Kentish Express | 1,434,234 | 493,063 |
| Kentish Gazette Group | 3,206,941 | 915,540 |
| KentOnline | 23,595,017 | 3,254,554 |
| Medway Messenger | 2,684,767 | 772,125 |
| Sheerness Times Guardian | 450,597 | 245,990 |
| Sittingbourne News | 589,178 | 275,585 |
| Thanet Extra | 987,206 | 432,394 |

| WEBSITES | Page Views | Unique Visitors |
|------------------|------------|-----------------|
| Destination Kent | 432 | 325 |
| FindIt365 | 2,219 | 1,230 |
| Kent Business | 159,731 | 111,803 |
| Kent Homes | 67,675 | 7,040 |
| KentJobs | 123,712 | 17,717 |
| Kent Wedding Day | 463 | 295 |
| kmfm | 67,071 | 17,550 |
| KMTV | 30,805 | 18,115 |
| My Kent Family | 33,177 | 22,884 |
| What's On | 241,542 | 146,474 |

Google Analytics (Apr 2022)



PORTFOLIO SOCIAL MEDIA SUMMARY

May 2022

CLICK LINKS TO SEE LATEST FIGURES

| NEWSPAPERS | Twitter | Facebook | Instagram |
|----------------------------|---|---|---|
| Dartford Messenger | twitter.com/KMDartford | facebook.com/Dartford.Messenger.9 | |
| Dover Mercury | twitter.com/DoverMercury | | |
| East Kent Mercury | twitter.com/EastKentMercury | twitter.com/EastKentMercury | |
| Faversham News | twitter.com/FavershamNews | facebook.com/FavershamNews | |
| Folkestone & Hythe Express | twitter.com/FHExpress | facebook.com/folkestoneexpress | |
| Gravesend Messenger | twitter.com/KMGravesend | facebook.com/Gravesend.Messenger.9 | |
| Herne Bay Gazette | twitter.com/HerneBayGazette | | |
| Kent Messenger | twitter.com/KM_Newsroom | facebook.com/KentMessenger | instagram.com/km_newsroom |
| Kentish Express | twitter.com/KentishExpress | facebook.com/KentishExpress | instagram.com/kentishexpress |
| Kentish Gazette Group | twitter.com/KentishGazette | facebook.com/TheKentishGazette | instagram.com/kentishgazette |
| Medway Messenger | twitter.com/MedwayMessenger | facebook.com/MedwayMessenger | |
| Sheerness Times Guardian | twitter.com/TimesGuardian | facebook.com/SheernessTimesGuardian | |
| Sittingbourne News | twitter.com/KMSittingbourne | facebook.com/SittingbourneNews | |
| Thanet Extra | twitter.com/thanetextra | facebook.com/ThanetExtra | |
| Whitstable Gazette | twitter.com/WhitstableKM | | |
| OTHER SOCIAL | Twitter | Facebook | Instagram |
| Destination Kent | twitter.com/Destinati0nKent | facebook.com/KMDestinationKent/ | |
| Kent Business | twitter.com/KentBusiness | facebook.com/KentBusiness | |
| KentJobs | twitter.com/KentJobs | facebook.com/kentjobs | |
| KentOnline | twitter.com/Kent_Online | facebook.com/KentOnline | instagram.com/kent_online |
| KentOnline Sport | twitter.com/KentOnlineSport | facebook.com/kentonlinesportpage | |
| KM Commercial | twitter.com/KM_Commercial | facebook.com/KMCommercial | |
| KM Digital | twitter.com/KM_Digital | facebook.com/KentMediaDigital | |
| kmfm | twitter.com/kmflofficial | facebook.com/kmflofficial | instagram.com/kmflofficial |
| kmfm News | twitter.com/kmfnews | facebook.com/kmfnews | |
| kmfm Street Team | twitter.com/kmfStreetTeam | | |
| KM Media Group | twitter.com/KMMediaGroup | facebook.com/KMGroupmedia | |
| KMTV | twitter.com/KMTV_Kent | | instagram.com/kmtv.kent |
| My Kent Family | twitter.com/MyKentFamily | facebook.com/MyKentFamily | |
| What's On | twitter.com/kmwhatson | facebook.com/KMWhatsOn | |