



KMTV is Kent's local TV station. KMTV broadcasts from Kent for the people of Kent. Launched in 2017, KMTV is a joint venture between the University of Kent and KM Media Group.

Broadcasting

Available on Freeview Channel 7 across Maidstone, Medway, Tunbridge Wells, Tonbridge, Sheerness, Sittingbourne and surrounding areas. KMTV is also available across Kent on Virgin Media Channel 159 and also is available through kmtv.co.uk and as an app.





Programming

KMTV’s flagship programme is “Kent Tonight” - a one hour news programme for Kent and shown in the early evening. Other programming includes a Kent local sports programme, “Team Talk”, a weekly Kent Business show, a local music show “BASSed in Kent” and a weekly politics show “Paul on Politics”

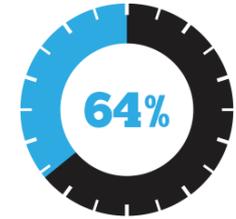
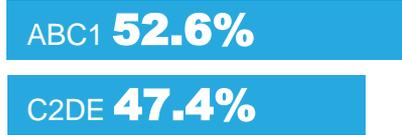
In addition, KMTV airs the kmfm Breakfast show from 0600-1000 weekdays and shows magazine and classic programming during daytimes.

Audiences*

KMTV audiences are growing all the time as the channel becomes more well established across Kent. Audiences can access KMTV via Freeview, Virgin Media, app and streaming services.

Households accessing the service for more than 3 minutes are over 100,000 with nearly 250,000 accessing the channel for 3 seconds or more.

Audience profiles



In ME postcode area

67% aged 25-54

*Sources: TVA Audience analysis 2019, Kent Media Survey 2018



Advertising and Promotions

Since launch, many local advertisers have used KMTV. The station can develop flexible advertising, sponsorship and promotional packages.

Advertising is placed in the same advertising breaks as national advertisers.

We can offer packages of airtime that will give your brand maximum exposure to audiences.

Airtime

TV commercials on KMTV will help you bring alive your brand and product, both visually and audibly, and deliver your key messages to the KMTV audiences.

We have several affordable packages that allow you to reach audiences.

Prices start from £250 per month!

Pre roll video

As well as traditional television advertising, KMTV can also offer the opportunity for your commercial to appear on pre roll on any video content across the KentOnline network. Prices start from £20 per thousand plays.

Commercial Production

We can offer various levels of production to suit your message, brand or budget. We can help you make a TV advert for your brand to run on KMTV. We can come up with creative ideas, film the advert on your premises with prices starting from £600!





Programme Sponsorship

Programme led association, regular promotion and credits, sponsorship helps build your brand and reinforce your messages to key audiences.

Weather £500 | Business News £250 | Team Talk & Sports News £500 | Hometime £750

Programme Features

KMTV has experience in broadcasting from Kent venues including Dreamland, Chatham Historic Dockyard and Kent County Cricket Club. We have also made programmes for organisations including Hadlow Group and University of Kent. Contact the team to find out more about these opportunities.

Contact

E: talktome@thekmgroup.co.uk

T: 01634 227800

Recent advertisers include:



Turner
Contemporary

Clive Attrell Antiques



THE
MARLOWE



Wards

Britelite
Windows, Conservatories & Flat Roofs