

# My Dad

MEDIA PACK 2020

**Father's Day, Sunday June 21, is an important time for dads across Kent and Medway. A time when their children express love and affection providing memories that last forever.**

To coincide with this event KM Media Group will be publishing a special **My Dad** pull-out supplement which will appear free with our paid for titles.

Children from primary schools across the county (Reception, Year 1 & Year 2 classes) will be invited to pick up their pencils and crayons to draw a special picture of their dad.



The whole of Kent is covered with one of the most engaging family-led features of the year with a combined circulation of 53,322 and a readership of 192,614.\*

\*Publishers Statement



# RATES & DATA

**My Dad** is published as an easy-to-keep pull out supplement

Publication	Weekly circulation BPA (Jan-Dec 2018)	Official weekly readership JCREG Nov 2019/**Publisher's statement
Kent Messenger (Maidstone, Malling & Weald)	9,493	39,419*
Medway Messenger	7,981	33,141*
Kentish Gazette Group	10,003	35,288
Kentish Express Series	7,271	25,168*
Gravesend & Dartford Messenger	3,074	10,869*
East Kent Mercury	6,405	19,551
Folkestone & Hythe Express	1,676	5,805*
Sheerness Times Guardian	3,878	11,091

Across all 9 editions **MY DAD** has a circulation of **53,322** and a readership of **192,614**.\*

Ad size	Dimensions	Rate
4cm strip advert	40mm x 276mm	£505

All advertisers can purchase online advertising impressions at a discounted rate of £9 CPM, 40% off rate card. Adverts will appear on [www.kentononline.co.uk](http://www.kentononline.co.uk) which attracts over 3.1 million unique visitors. (Google Analytics Dec 2019)



**Publication date: Week ending 19th June**

**Copy/ payment deadline: 29th May**

All prices exclude VAT

# SPONSORSHIP

Sponsoring this hugely popular family led supplement places your brand at the heart of Kent's local communities. The sponsorship package includes the following on all 9 editions:

- Logo on the front cover
- Full page advertisement in a cover position
- 50,000 online impressions placed on KentOnline.co.uk with over 3.1 million unique visitors (Google Analytics Dec 2019)
- The supplements will be heavily promoted in the 2 weeks leading up to publication in all key media. Sponsor logo and credits appear in all of this pre publication marketing - subject to time of booking

**Countywide Sponsorship Cost: £5,100**