

My Dad

MEDIA PACK 2020

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

KM Media Group will be publishing a special **MY DAD** pull-out supplement which will appear free with all copies of East Kent Mercury newspapers.

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

These portraits will then be published in the **MY DAD** supplement giving dads all over Dover, Deal and Sandwich a special memento to cherish.

Pre-Promotion

MY DAD will be extensively promoted prior to publication in press, on kmfm and on KentOnline to enhance newspaper sales and extend the reach of this supplement.



Official weekly circulation 6,405 BPA (Jan-Dec 2018)

Official weekly readership 19,551 JICREG (Nov 2019)

Copy sales are expected to be higher the week the supplement appears

Publishing: Week ending 19th June

Copy/payment deadline: 29th May



Local Sponsorship Package: full page advert/advertorial in a cover position, logo on front cover, 10,000 online impressions on kentonline.co.uk/deal, logo on pre-promotion in press and online (subject to booking date).

Investment: £920

Ad Size	Dimensions	Rate
4cm strip advert	40mm x 276mm	£100

All advertisers can purchase online advertising impressions at a discounted rate of £9 CPM, **40% off rate card**. Adverts will appear on kentonline.co.uk/deal which attracts 255,828 unique visitors (Google Analytics Dec 2019).

Prices exclude VAT