

# My Dad

## MEDIA PACK 2020

**Father's Day, Sunday June 21, is an important time for dads across Gravesend and Dartford. 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 Gravesend and Dartford Messenger 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 Gravesend and Dartford 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 3,074 BPA (Jan-Dec 2018)

Weekly readership 10,869 Publisher's statement

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/folkestone](http://kentonline.co.uk/folkestone), logo on pre-promotion in press and online (subject to booking date).

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/gravesend](http://kentonline.co.uk/gravesend) which attracts 270,680 unique visitors and [kentonline.co.uk/dartford](http://kentonline.co.uk/dartford) which attracts 609,993 unique visitors (Google Analytics Dec 2019).

Prices exclude VAT