

# My Dad

## MEDIA PACK 2020

**Father's Day, Sunday June 21, is an important time for dads across Ashford, Tenterden & Romney Marsh. 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 Kentish Express 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 Ashford, Tenterden and Romney Marsh 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.



Weekly circulation 7,271 BPA (Jan-Dec 2018)  
Weekly readership 25,168 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/ashford](http://kentonline.co.uk/ashford), logo on pre-promotion in press and online (subject to booking date).

**Investment: £1,240**

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/ashford](http://kentonline.co.uk/ashford) which attracts 504,893 unique visitors (Google Analytics Dec 2019).

Prices exclude VAT