

MY MUM

MEDIA PACK 2020

Mother's Day, March 22nd 2020, is a precious time for mums right across Kent & 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 supplement in all of its paid-for titles entitled **MY MUM** in the week ending 20th March.

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 mum.



The whole of Kent is covered with one of the most engaging family-led features of the year with a combined circulation of 56,983* and a readership of 199,441*

*Publisher's statement

RATES & DATA

MY MUM is published as an easy-to-keep pull out supplement.

Publication	Weekly circulation BPA (Jan-Dec 2018)	Official weekly readership JICREG 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
Sittingbourne News	3,541	12,282

Across all 9 editions **MY MUM** has a circulation of **53,322** and a readership of **192,614**.* Last year over 11,000 additional newspapers were bought in the week **MY MUM** published.

All advertisers can purchase online advertising impressions at a discounted rate of £9 CPM, **40% off rate card**. Adverts will appear on www.kentonline.co.uk which attracts over 3.1 million unique visitors.

(Google Analytics Dec 2019)

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

Prices exclude VAT

Publication date: Week ending 20th March

Copy/payment deadline: 6th March

