



PORTFOLIO AUDIENCE SUMMARY

November 2021

| | BPA (Jan-Dec 2020) | JICREG (Oct 2021) |
|--------------------------------|--------------------|-------------------|
| PAID-FOR NEWSPAPERS | Circulation | Readership |
| East Kent Mercury | 3,731 | 14,607 |
| Folkestone & Hythe Express | 1,383 | 5,551 |
| Gravesend & Dartford Messenger | 2,067 | 9,658 |
| Kent Messenger (Series) | 11,918 | 56,284 |
| Kentish Express (Series) | 4,882 | 19,594 |
| Kentish Gazette Group | 7,336 | 29,495 |
| Sheerness Times Guardian | 2,596 | 9,119 |
| Sittingbourne News | 2,648 | 10,366 |

* Publisher's statement

| | BPA (Jan-Dec 2020) | JICREG (Oct 2021) |
|------------------------|--------------------|-------------------|
| FREE NEWSPAPERS | Circulation | Readership |
| Thanet Extra | 13,560 | 24,408 |

* Publisher statement

| | BPA (Jan-Dec 2020) | JICREG (Oct 2021) |
|--|--------------------|-------------------|
| PACKAGED TITLES | Circulation | Readership |
| Kentish Express (Series) + Folkestone & Hythe Express | 6,265 | 25,145 |

| | Publisher's statement | Publisher's statement |
|----------------------------|-----------------------|-----------------------|
| TOTALS | Circulation | Readership |
| PAIDS & FREES (Supergroup) | 50,121 | 179,082 |
| PAIDS | 36,561 | 154,674 |
| FREES | 13,560 | 24,408 |

| | Publisher's statement | Publisher's statement |
|---|-----------------------|-----------------------|
| WHAT'S ON | Circulation | Readership |
| Circulated with all paid-for newspapers | 36,561 | 116,995 |

| kmfm | Weekly listeners | Weekly Reach |
|-------------|-------------------------|---------------------|
| Group | 182,000 | 13% |

RAJAR Q3 2021 (Apr 2021 - Sept 2021)

| NEWSLETTERS | Subscribers |
|---------------------------------|--------------------|
| Gills FC | 442 |
| Kent Business | 3,624 |
| KMTV | 1,743 |
| My Kent Family | 11,002 |
| News Alerts | 8,129 |
| Paul on Politics | 1,272 |
| What's On | 17,278 |
| Total unique subscribers | 26,071 |

As of Nov 1, 2021



PORTFOLIO AUDIENCE SUMMARY

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| WEBSITES | Page Views | Unique Visitors |
|--------------------------------|------------|-----------------|
| Dartford Messenger | 808,243 | 381,835 |
| East Kent Mercury | 954,329 | 452,082 |
| Folkestone & Hythe Express | 598,657 | 272,378 |
| Gravesend Messenger | 767,220 | 333,225 |
| Kent Messenger: Maidstone & WK | 3,686,350 | 1,078,656 |
| Kent Messenger: West Kent | 1,215,633 | 524,328 |
| Kentish Express | 1,598,869 | 579,887 |
| Kentish Gazette Group | 3,172,019 | 901,529 |
| KentOnline | 26,625,840 | 3,449,791 |
| Medway Messenger | 3,161,076 | 879,548 |
| Sheerness Times Guardian | 559,870 | 263,343 |
| Sittingbourne News | 512,166 | 248,696 |
| Thanet Extra | 1,407,913 | 520,138 |

| WEBSITES | Page Views | Unique Visitors |
|------------------|------------|-----------------|
| Destination Kent | 1,235 | 1,031 |
| FindIt365 | 3,104 | 1,580 |
| Kent Business | 99,471 | 65,784 |
| Kent Homes | 77,803 | 8,625 |
| KentJobs | 160,464 | 25,233 |
| Kent Wedding Day | 662 | 425 |
| kmfm | 62,761 | 15,142 |
| KMTV | 44,166 | 25,595 |
| My Kent Family | 55,946 | 37,648 |
| What's On | 248,934 | 156,985 |

Google Analytics (Oct 2021)



PORTFOLIO SOCIAL MEDIA SUMMARY

November 2021

CLICK LINKS TO SEE LATEST FIGURES

| NEWSPAPERS | Twitter Followers | Facebook Followers | Instagram Followers |
|----------------------------|---|---|---|
| Dartford Messenger | twitter.com/KMDartford | facebook.com/Dartford.Messenger.9 | |
| Dover Mercury | twitter.com/DoverMercury | | |
| East Kent Mercury | twitter.com/EastKentMercury | twitter.com/EastKentMercury | |
| Faversham News | twitter.com/FavershamNews | facebook.com/FavershamNews | |
| Folkestone & Hythe Express | twitter.com/FHExpress | facebook.com/folkestoneexpress | |
| Gravesend Messenger | twitter.com/KMGravesend | facebook.com/Gravesend.Messenger.9 | |
| Herne Bay Gazette | twitter.com/HerneBayGazette | | |
| Kent Messenger | twitter.com/KM_Newsroom | facebook.com/KentMessenger | instagram.com/km_newsroom |
| Kentish Express | twitter.com/KentishExpress | facebook.com/KentishExpress | instagram.com/kentishexpress |
| Kentish Gazette Group | twitter.com/KentishGazette | facebook.com/TheKentishGazette | instagram.com/kentishgazette |
| Medway Messenger | twitter.com/MedwayMessenger | facebook.com/MedwayMessenger | |
| Sheerness Times Guardian | twitter.com/TimesGuardian | facebook.com/SheernessTimesGuardian | |
| Sittingbourne News | twitter.com/KMSittingbourne | facebook.com/SittingbourneNews | |
| Thanet Extra | twitter.com/thanetextra | facebook.com/ThanetExtra | |
| Whitstable Gazette | twitter.com/WhitstableKM | | |
| OTHER SOCIAL | Twitter Followers | Facebook Followers | Instagram Followers |
| Destination Kent | twitter.com/Destinati0nKent | facebook.com/KMDestinationKent/ | |
| Kent Business | twitter.com/KentBusiness | facebook.com/KentBusiness | |
| KentJobs | twitter.com/KentJobs | facebook.com/kentjobs | |
| KentOnline | twitter.com/Kent_Online | facebook.com/KentOnline | instagram.com/kent_online |
| KentOnline Sport | twitter.com/KentOnlineSport | facebook.com/kentonlinesportpage | |
| KM Commercial | twitter.com/KM_Commercial | facebook.com/KMCommercial | |
| KM Digital | twitter.com/KM_Digital | facebook.com/KentSponsoredposts/ | |
| kmfm | twitter.com/kmflofficial | facebook.com/kmflofficial | instagram.com/kmflofficial |
| kmfm News | twitter.com/kmfnews | facebook.com/kmfnews | |
| kmfm Street Team | twitter.com/kmfStreetTeam | | |
| KM Kent Team | twitter.com/KM_KentTeam | | |
| KM Media Group | twitter.com/KMMediaGroup | facebook.com/KMGroupmedia | |
| KMTV | twitter.com/KMTV_Kent | | instagram.com/kmtv.kent |
| My Kent Family | twitter.com/MyKentFamily | facebook.com/MyKentFamily | |
| What's On | twitter.com/kmwhatson | facebook.com/KMWhatsOn | |