

VISIT SHEPPEY 2020

KM Media Group is proud to be publishing our annual 'Visit Sheppey' guide. This hugely popular special glossy publication continues to support, and raise the profile of the Isle of Sheppey, with 48 pages dedicated to the best of what is on offer to local residents and visitors. There will also be an e-edition available.



Production

Visit Sheppey is produced on high quality gloss paper in a handy size making it easy to carry around in bags and rucksacks.

Promotion

Visit Sheppey will be promoted before and after publication in local KM newspapers, on kmfm radio for Medway and Canterbury and on relevant local sites within KentOnline.co.uk. This increases the awareness of the publication and actively encourages pick up.

There will also be an e-edition available on the Sheerness and Sittingbourne homepages of KentOnline.co.uk.

Publication date: **week ending May 8**

Copy/payment deadline: **Friday, April 24**



Distribution

Over 16,500 copies of Visit Sheppey will be distributed to reach residents and visitors in time for the May bank holiday and summer holiday season.

Sheerness Times Guardian	5,000
Selected supermarkets in Medway, Sittingbourne, Sheerness and South East London	7,600
Holiday parks, restaurants, pubs and cafes across the island	2,300
Visitor Information Centres in Medway & Canterbury	400
Sheppey Tourism Alliance	1,200
Local KM offices & KM attended events incl. County Show and Steam Festival	300

Rates

Ad Size	Dimensions (H x W)	Online Impressions	Rate
Outside back cover	190mm x 88mm	10,000	£630
Inside front cover	190mm x 88mm	10,000	£525
Full page	190mm x 88mm	10,000	£420
Half page	95xmm x 88mm	5,000	£263
Quarter page	46mm x 88mm	5,000	£184
Eighth page	46mm x 43mm	N/A	£132

Sponsorship

Sole sponsorship - Includes logo's to appear on all pre and post promotion. 4 pages of advertising within the publication along with an additional 4 pages of editorial. **£4,500**

Shared sponsorship - Includes logo's to appear on all pre and post promotion. 2 pages of advertising within the publication along with an additional 2 pages of editorial. **£1,500**

Online Package

All advertisers (excluding eighth page) receive online page impressions, as outlined above, delivered on kentonline.co.uk/sheppey and kentonline.co.uk/sittingbourne which together have 364,600 monthly unique browsers.* Impressions can run in a time span of your choice.



Adverts are served in multi-formats on desktop, tablet and mobile devices

* Google Analytics Dec 2019 . All prices exclude VAT