

Publication based products are complemented by extensive online and radio packages.

kmfm

With a network of 7 local kmfm stations and 1 DAB station, KM Media Group's radio portfolio reaches a weekly audience of 170,500* across Kent. The biggest hit songs from today and the last 20 years, kmfm provides a mix of music, news and essential travel information. kmfm can offer a variety of options to advertisers including airtime, sponsorship and promotional opportunities. Depending on what you are advertising and what you are looking to achieve, kmfm can be as flexible as you need.

KentOnline

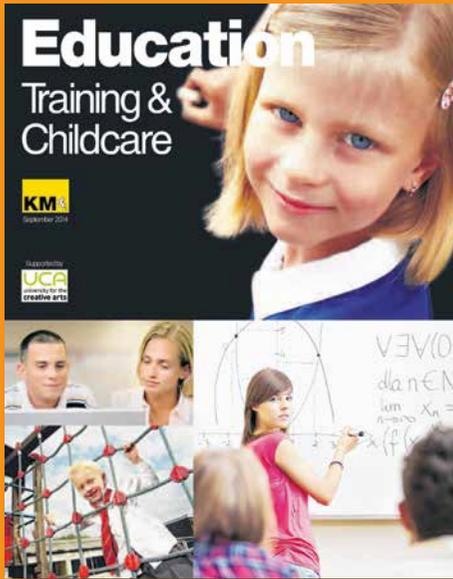
The only ABC-audited website dedicated to Kent. With over 1,218,261** unique browsers every month, KentOnline is the destination for Kent news and information. It is also a gateway to local sites via "Where I Live" and specialist sites such as KentJobs and Kent Business.

With options to suit any budget, from basic banners to sponsorship opportunities, KentOnline is flexible and creative. It is a cost effective way to target messages to both parents and students alike.

*RAJAR Q2 2014 **ABC Jan-Jun2014

KentOnline





Published four times a year



Education Training & Childcare Supplement

Education, Training & Childcare is a special supplement published by KM Media Group four times a year. It offers help and advice to parents and students, exploring the most topical issues related to education. This supplement, therefore, offers an excellent opportunity to those wishing to promote an educational establishment or training service and make parents and students alike, aware of the benefits they have to offer. It is particularly useful for promoting Open Days or Evenings that are being staged over coming months.

Education, Training & Childcare is published as an 8 to 12 page pull-out section in a selection of KM Media Group paid-for newspapers in February, April and October and as a 44 page standalone, magazine-style publication in September. A digital, page-turning edition of the September publication is placed on www.KentOnline.co.uk enabling its 1,218,261* monthly unique browsers to access the supplement, browse editorial and advertisements, and link through to websites where URLs are stated.

Distribution	Coverage	Circulation*	Readership**
Kent Messenger Series	Maidstone, Malling, Medway, Sittingbourne, Weald	31,780	93,206
Kentish Gazette Group	Canterbury, Faversham, Herne Bay, Whitstable	14,037	41,935
Kentish Express Series	Ashford, Tenterden, Romney Marsh	12,764	35,739 ⁽¹⁾
Sittingbourne News Extra	Sittingbourne	5,299	15,245

SOURCE: *ABC (Jul – Dec 2013) ** JICREG (April 2014) 1. Publisher statement



Rates & Dimensions

Rates per edition	Advert only	Advert with Profile	Feb, April & Nov edition	Sept edition
Full page	£2,550	£3,150	340mm x 276mm	318mm x 247mm
Half page (H)	£1,400	£2,000	170mm x 276mm	159mm x 247mm
Half page (V)	£1,400	£2,000	340mm x 136mm	318mm x 122mm
Quarter page	£800	£1,400	170mm x 136mm	159mm x 122mm

Rates above include complimentary online advertising as specified. Prices exclude VAT. Discounts available for multiple bookings.

Sponsorship Package

Sponsoring the supplement includes: a full page advert on a cover position, a half page editorial or School Profile, a logo on the front cover, 50,000 page impressions on a local KentOnline website of your choice that fits your audience requirements and a logo on all pre-promotional advertisements in press, radio and online (subject to booking date).

Cost : £3,985 per edition

Pre-promotion

Promoted prior to publication in the KM Media Group newspapers in which the supplement will appear, as well as on kmfm and online on the relevant local stations/sites. This activity will enhance newspaper sales and extend the reach of this supplement.

Dates	Oct	Feb	April	Sept
Publication Date (week-ending)	31/10/14	6/2/15	24/4/15	11/9/15
Copy/Payment Deadline	24/10/14	30/1/15	17/4/15	24/8/15



Profile

You have an opportunity to place a half page advertorial styled profile of your school, college or university in addition to branded advertising. This allows you to give readers in depth details, Ofsted report details or special features / facilities which you offer students. A profile includes a 350 word description, full contact details, your logo and 2 photographs.

The image shows three examples of profile layouts. The first is for 'University Name Here' with a 'Logo' box. The second is for 'College Name Here' with a 'Logo' box. The third is for 'Hawksworth School' with a 'Logo' box. Each layout includes a header with the name and logo, a main title, a description, contact details, and two photographs.

A styled profile of your school, college or university

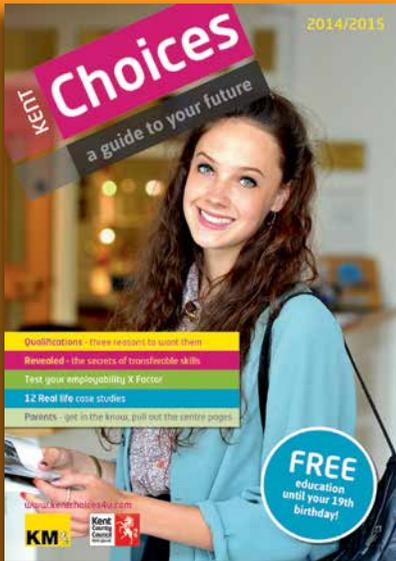


Online advertising

When you book an advertisement into the Education Supplement you receive the following complementary online advertising package:

- 15,000 free online advertising impressions on a local KentOnline website of your choice
- Additional impressions can be purchased for just £7 per thousand impressions (CPM) - more than 50% off the rate card
- Free Digital Magic design service

An 'impression' is defined as being each time your online advert is presented to a website visitor. Adverts are served via multi-format placements across desktop, tablet and mobile devices.



Kent Choices

A guide to your future

Kent Choices is a 40 page stand-alone magazine published to a very high production specification. It is an A4 staple-bound magazine using high quality gloss paper throughout.

The guide offers readers inspiring and relevant articles to help students to decide on their next step.

Editorial content:

- Variety of post 16 choices available
- Work experience / volunteering
- Sixth form options
- Apprenticeships
- Further & Higher education
- Advice on job interviews and CV writing

Distribution

22,000 copies are delivered direct into Kent schools (excluding Medway) and handed out to visitors of the Kent Choices 4U Live exhibition.

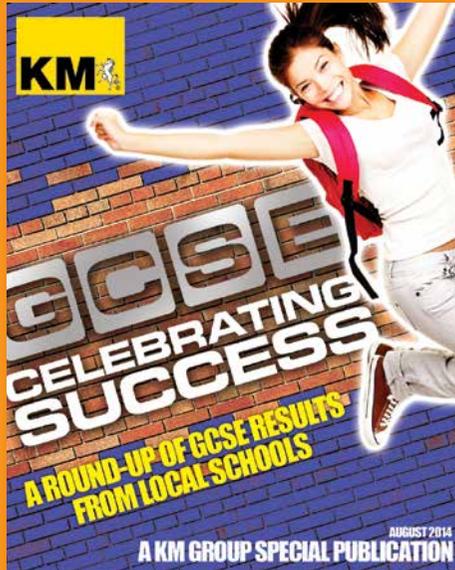
	Rate	Size	Dimension
Double Page Spread	£3,000	28cm x 8col	280mm x W 406mm
1/2 Double Page Spread	£1,585	14cm x 8col	140mm x W 406
Full Page	£1,585	28cm x 4 col	280mm x 196mm
Half Page	£795	14cm x 4 col	140mm x 196mm
Quarter Page	£395	14cm x 2 col	140mm x 96mm
Column Advert	£340	24cm x 1 col	240mm x 48mm
Strip Advert	£285	5cm x 4 col	50mm x 196mm
Eighth Page	£195	7cm x 2 col	70mm x 96mm

**Published:
2 October 2015**

**Copy / advertising
deadline:
11 September 2015**



Special guaranteed positions are + 10% on rates shown



GCSE - Celebrating success

A round up of GCSE results from local schools.

It is more important than ever for students to achieve good exam results as the economy remains difficult and competition for jobs and college places remains ever fierce. So, if your school gets some great results, why not proudly announce them to your local community?

To help you celebrate this year's GCSE results success, KM Media Group is publishing a 4 page feature: 'GCSE - Celebrating Success' in a selection of KM Media Group paid-for newspapers immediately after the release of the GCSE results.

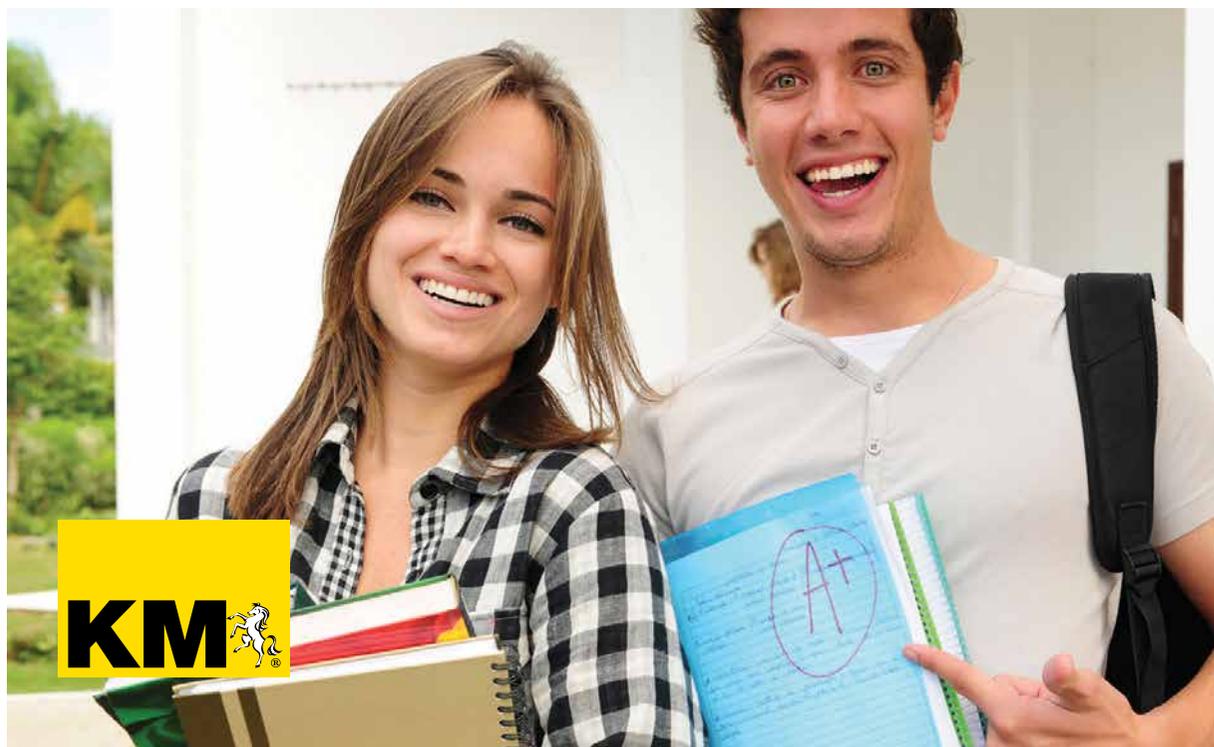
Featuring success stories and the performance of local schools, 'GCSE - Celebrating Success' offers an excellent platform for you to congratulate your students and teachers on their achievements and promote your school to a huge local audience.



GCSE Rates & Distribution

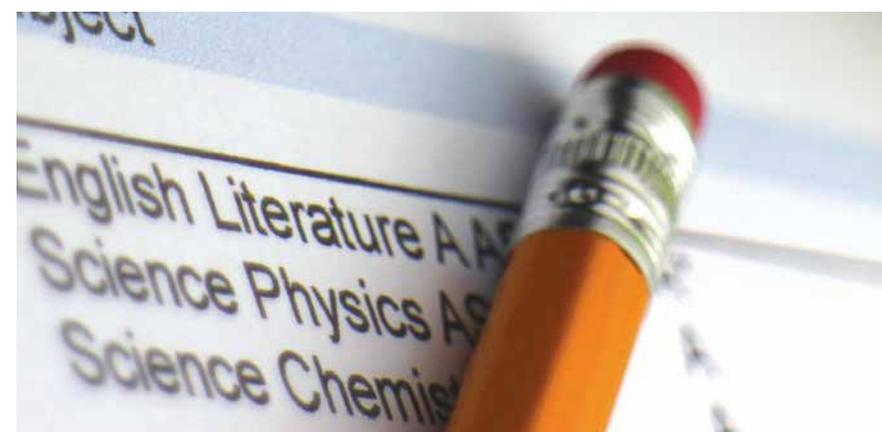
Newspaper	Covering	Circulation ABC (July - Dec 2013)	Readership (JICREG April 14)	11cm x 2col	11cm x 4col
East Kent Mercury (Series)	Deal, Dover, Sandwich	9,712	26,428	£80	£151
Kent Messenger (Series)	Maidstone, Malling, Weald, Medway, Sittingbourne	31,780	93,206	£180	£333
Kentish Express (Series)	Ashford, Tenterden, New Romney	12,764	35,739*	£70	£130
Kentish Gazette Group	Canterbury, Whitstable, Herne Bay, Faversham	14,037	41,935	£80	£151
Folkestone & Hythe Express	Folkestone and Hythe	1,982	5,550*	£80	£151
Gravesend and Dartford Messenger	Gravesend and Dartford	4,946	13,849*	£88	£183
Thanet Extra	Margate, Broadstairs and Ramsgate	35,557	52,018	£88	£146

*Publisher statement All prices exclude VAT



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Publication date: 28 August 2015
Advertising deadline: 21 August 2015



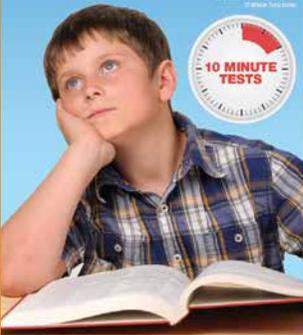
Are you smart enough to pass the 11-plus?

Thousands of youngsters will be sitting the Kent Test this week. Give them a helping hand with these mini-exams (and find out just how bright you are at the same time)

Bond



Approved partner for the Kent Test



ENGLISH

The English tests typically examine comprehension, challenging children's ability in spelling, punctuation and grammar and demand a broad vocabulary

TEST 1

Write the meaning of each of these proverbs.

1 Two heads are better than one.

2 Practice makes perfect.

3 You scratch my back and I scratch yours.

4 Let sleeping dogs lie.

Rewrite these sentences with the missing punctuation.

5-11 Can't opening your new school? Don't have a worry, it's only a very long time.

12-18 Let's go on a holiday, suggested Jenny.

20 Write two prompts words that can describe each of these.

17-18 an antelope

19-20 a scale

21-22 a lioness

What parts of speech are each of these words?

23 a

24 a

25 a

26 a

Write an example of each of the following.

27 a question

28 a command

29 a command

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11+ Open Events 2014
Parents and their daughters are warmly invited to our 11+ Open Events

11+ Open Evening
Thursday 9 October 2014 - Open 4-8pm
Take by our Headteacher, Mrs Julie Dennis, will take place during the evening.
Guided tours will be available.

11+ Open Mornings
Wednesday 15, Thursday 16 and Friday 17 October 2014 - 9am - 10.30am
Guided tours can be pre-booked via: <http://bookings.invicta.kent.sch.uk>

11-Plus

In September hundreds of children sit the 11-Plus test in Kent and Medway. To coincide with this KM Media Group is publishing a special mini exam 4 page pull-out in all of its paid-for newspapers. It will carry over 90 test questions and will help prepare youngsters for this tough challenge - and brave parents can have a go too!

■ Solus Promotional Package

This special 11-Plus focus provides an invaluable advertising platform for all leisure, education and family focused advertisers.

■ Package available per newspaper

4cm x 8 col (40mm x 276mm) strip adverts appearing on the bottom of the first 3 pages of the pull out in each newspaper.

Quarter page advertisement (170mm x 136mm) appearing next to an editorial feature that focuses on the importance and impact of the 11-Plus which is published in each newspaper alongside the exam pullout.

10,000 online advertising page impressions on a local website of your choice. Online advertisements are served via multi-format placements across desktop, tablet and mobile devices and can run in a time scale of your choice. (80,000 for an all titles advertiser appearing on KentOnline.co.uk).



11-Plus Rates & Distribution

Newspaper	Circulation*	Readership**	Package Price
Kent Messenger (Maidstone, Malling, Weald)	16,970 ⁽¹⁾	47,516 ⁽¹⁾	£999
Medway & Sittingbourne Messenger	14,810 ⁽¹⁾	41,468 ⁽¹⁾	£775
Dartford & Gravesend Messenger	4,946	13,849 ⁽¹⁾	£425
Kentish Gazette Group (Canterbury, Herne Bay, Whitstable, Faversham)	14,037	41,935	£675
Kentish Express (Ashford, Tenderden, Romney Marsh)	12,764	35,739 ⁽¹⁾	£650
East Kent Mercury	9,712	26,428	£375
Folkestone & Hythe Express	1,982	5,550 ⁽¹⁾	£350
All titles above	75,221 ⁽¹⁾	212,485 ⁽¹⁾	£3,250

SOURCE: *Circulation ABC July-Dec 2013 **Readership JICREG April 2014
(1)Publisher's Statement



Publication date: 4 September 2015
Advertising deadline: 28 August 2015



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