

**KENT LOCAL NEWS**

KENTLOCALNEWS.CO.UK

**Media Kit & Advertising Rate  
Card**

2026

Reach Kent's communities with hyperlocal, targeted advertising

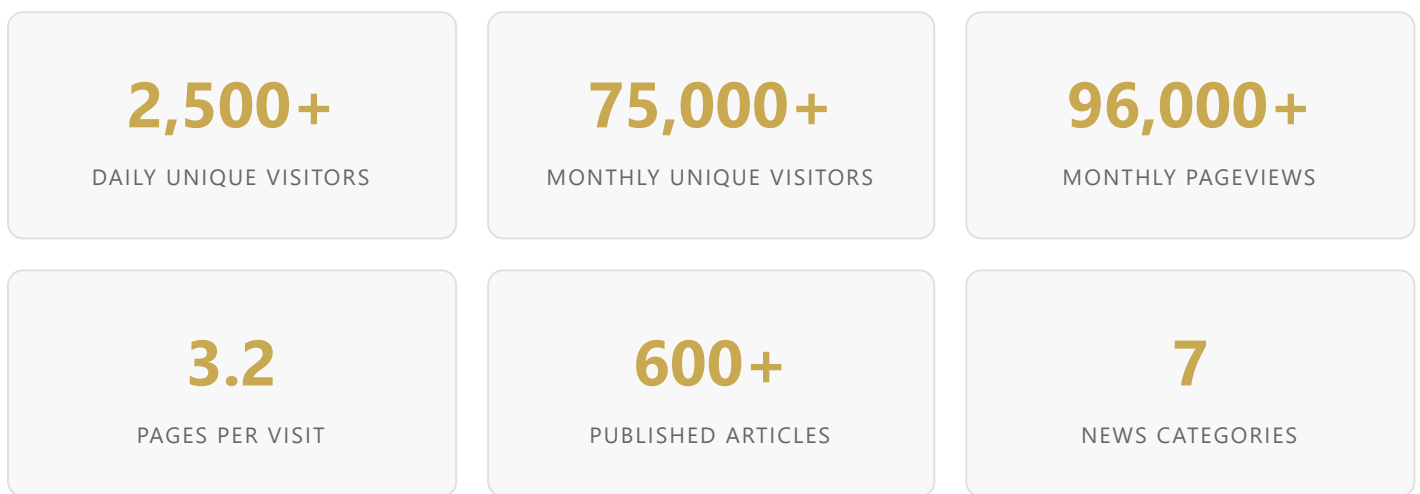
[kentlocalnews.co.uk/advertise](https://kentlocalnews.co.uk/advertise)

## About Kent Local News

Kent Local News is a fast-growing digital news platform delivering daily coverage of breaking news, crime, council updates, health, economy, traffic and weather across Kent. We publish 15-20 articles per day covering every corner of the county, from Canterbury and Thanet in the east to Maidstone, Medway and Tunbridge Wells in the west.

Our readers are engaged local residents who care about what happens in their communities. They are homeowners, professionals and families who turn to us for trusted, timely local journalism.

### Audience at a Glance



### Traffic Growth (March 2026)

Period	Avg Daily Uniques	Avg Daily Pageviews	Trend
Week 1 (1-14 Mar)	1,312	2,737	Baseline
Week 2 (15-21 Mar)	2,158	3,563	+64% growth
Week 3 (22-28 Mar)	2,457	3,959	+87% vs Week 1
Peak Day (26 Mar)	2,881	4,085	Single day record

### Content Categories

Category	Articles	Monthly Views	Avg Views/Article
Health	173	1,093	6.3
Council Updates	100	728	7.3
Economy & Business	91	642	7.1
Crime & Justice	77	540	7.0

Category	Articles	Monthly Views	Avg Views/Article
Local News	35	333	9.5
Fire & Rescue	17	121	7.1
Traffic & Travel	136	194	1.4

## Social Media Reach

All advertising packages include exposure across our active social media channels: **Facebook, Instagram** and **X/Twitter**, extending your reach beyond our website audience.

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# Why Advertise With Us?

## Hyperlocal Audience

Every visitor lives, works, or has a direct interest in Kent. No wasted impressions on audiences hundreds of miles away.

## Fraction of the Cost

Major Kent news sites charge thousands per month. Our rates start at just £120/mo, delivering real results without corporate prices.

## Category Exclusivity

We guarantee only one advertiser per business type, per area. Your competitor cannot advertise alongside you.

## Growing Readership

Our audience grew 87% in March alone. Your visibility grows with us — early advertisers benefit most.

## Permanent SEO Value

Sponsored articles include a dofollow link from our news domain, boosting your search visibility long-term.

## Personal Service

Named account manager, monthly reporting, and direct communication. Not a corporate call centre.

## How We Compare

Feature	KentOnline	Kent Live	Kent Local News
Owner	KM Media Group / Iliffe	Reach plc	Independent
Monthly Visitors	6.8 million	2-4 million (est.)	75,000+
Entry-Level Ad Cost	£1,000+/mo (est.)	£1,000+/mo (est.)	£120/mo
Category Exclusivity	No	No	Yes — guaranteed
Sponsored Content	£500+ per article (est.)	Bespoke pricing	£150–250 per article
Personal Account Manager	No — agency sales	No — Reach Solutions	Yes — named contact
Minimum Commitment	Varies	Varies	3 months
Wasted Reach	High (county-wide mass audience)	High (national network)	Low (targeted Kent readers)

Competitor pricing based on industry benchmarks and publicly available data. KentOnline and Kent Live do not publish rate cards. Contact them directly for current pricing.

## Ideal Advertisers

Business Type	Best Package	Best Category Sponsorship
Estate Agents	Silver or Gold	Council Updates
Solicitors & Law Firms	Silver	Crime & Justice

<b>Business Type</b>	<b>Best Package</b>	<b>Best Category Sponsorship</b>
Dentists & Private Clinics	Silver	Health
Financial Advisers & Accountants	Silver or Gold	Economy & Business
Car Dealerships	Gold	Traffic & Travel
Restaurants & Hospitality	Bronze or Event Promo	Local News
Tradespeople (Plumbers, Builders)	Bronze	Run of Site
Regional Brands & Employers	Platinum	All Categories

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# Advertising Packages & Pricing

## Founding Advertiser Offer

Sign up before 31 May 2026 and lock in discounted rates for 12 months.  
Only 10 founding advertiser slots available — one per business category, per area.

Package	Standard Rate	Launch Rate	You Save
Bronze	£150/mo	£120/mo	SAVE 20%
Silver	£350/mo	£275/mo	SAVE 21%
Gold	£700/mo	£500/mo	SAVE 29%
Platinum	£1,200/mo	£850/mo	SAVE 29%

### Bronze — from £120/mo

Standard: £150/mo | Launch: £120/mo (save £360/year)

- Run-of-site sidebar banner ad displayed across all pages
- Your ad seen by every visitor to the site
- Monthly performance report

### Silver — from £275/mo

Standard: £350/mo | Launch: £275/mo (save £900/year)

- Homepage sidebar banner — premium above-the-fold visibility
- Category sponsorship — your ad on all articles in your chosen news section
- Monthly performance report

### Gold — from £500/mo MOST POPULAR

Standard: £700/mo | Launch: £500/mo (save £2,400/year)

- Homepage hero banner — top of page, above the fold, maximum impact
- Two category sponsorships of your choice
- One sponsored article per month — professionally written, permanent, social media push
- Monthly performance report with click-through data

## Platinum — from £850/mo

Standard: £1,200/mo | Launch: £850/mo (save £4,200/year)

- All homepage advertising slots — hero banner, sidebar, mid-content
- Every category sponsorship — your brand across all sections
- Two sponsored articles per month with full social media promotion
- Featured business profile page
- Social media promotion on Facebook, Instagram and X/Twitter
- Monthly strategy call and detailed analytics report

## Additional Options

Product	Standard	Launch	Details
Sponsored Article	<del>£200–350</del>	<b>£150–250</b>	Professionally written, permanent, social media
Business Profile	£250	<b>£200</b>	Interview + photography + social push
Event Promotion	<del>£100–150</del>	<b>£75–100</b>	Article + sidebar ad for 2 weeks

All prices exclude VAT. Minimum commitment: 3 months. Launch rates available until 31 May 2026 and locked for 12 months from sign-up date. Standard rates apply thereafter.

## Get Started Today

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Founding advertiser slots are limited.  
Contact us to secure your exclusive placement.

EMAIL

[advertising@kentlocalnews.co.uk](mailto:advertising@kentlocalnews.co.uk)

WEBSITE

[kentlocalnews.co.uk/advertise](https://kentlocalnews.co.uk/advertise)

PHONE

Available on request

### Founding Advertiser Offer Ends 31 May 2026

Lock in discounted rates for 12 months. Only 10 slots available.

Kent Local News is published by NHNN Ltd.  
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