

MARKETING OPPORTUNITIES

FLAVOUR OF THE MONTH

Sent on the 1st Thursday of the month, subjects are aimed at our themed gift guides on the website. The dates below are the deadlines for content

FLAVOURS NEWSLETTER

Sent on the 3rd Thursday of the month. The dates below are the deadlines for content

SEASONAL CONTENT WITH OUR PARTNERS

We work closely with Southeastern, InsideKENT and other partners to provide content for their newsletters and marketing campaigns.

We'll send you requests for these throughout the year.

ADDITIONAL MARKETING

We run regular giveaways to boost your followers/mailling list & run competitions with partners to boost your exposure.

We also book space with media partners & offer you discount advertising

You can book a 121 with Jo for marketing advice and help at any time

JANUARY

14/01

FEBRUARY

04/02 Valentines guide

18/02

Pink Valentines Giveaway

MARCH

04/03 Mothers Day

18/03

APRIL

01/04
Easter

15/04

Pink Easter Giveaway

MAY

06/05
Spring Celebrations

20/05

JUNE

03/06 Fathers Day

17/06

JULY

01/07
Summer events, picnics & BBQs

15/07

AUGUST

05/08
Summer events, picnics & BBQs

19/08

SEPTEMBER

02/09
Green Hop

16/09

InsideKent Xmas Gift Guide
bookings

OCTOBER

30/09
Halloween

14/10

NOVEMBER

04/11
Pink Xmas Gift Guide

18/11

DECEMBER

02/12
Pink Xmas Gift Guide

16/12

Pink Xmas Competition

IN-HOUSE MARKETING OPPORTUNITIES



WEBSITE

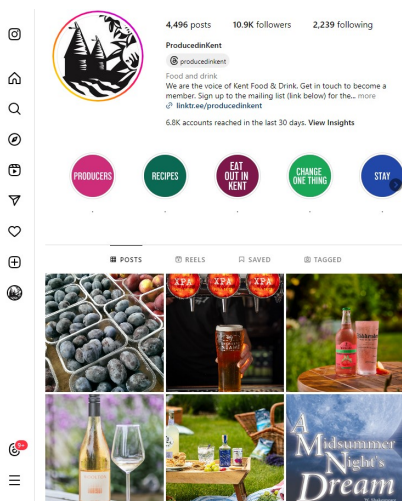
Your own profile with links to your own site, shop & socials

At least 12 opportunities to feature in our News & Events pages

At least 12 opportunities to feature in our seasonal buyers guides.

OUR REACH

Our website has around 457k visits a year.



SOCIAL MEDIA

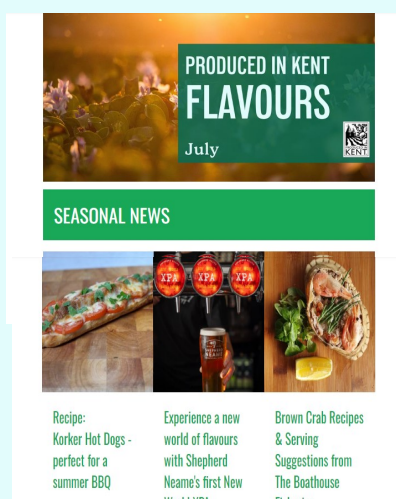
Tag us in stories, reels and posts on Instagram, Facebook & Twitter & we will share them with our followers

OUR REACH (in 2025)

49.5k Followers

773k Reach

1149k Impressions



NEWSLETTERS

When you send us information for the website, we automatically include it in the next of the 24 Newsletters per year, sent to our mailing list.

OUR REACH (in 2025)

452k Recipients

47% Open Rate

4.1% Click Through Rate

MARKETING OPPORTUNITIES WITH OUR PARTNERS

We work closely with our partners to ensure that the voice of Produced in Kent and its members has as wide a reach as possible.

Here are just a few businesses that we will be working with in 2025. More partnerships will be confirmed and opportunities shared via the Member Bulletin.

The logo for Southeastern, featuring the word "southeastern" in a lowercase, sans-serif font. The "southe" part is dark blue and the "astern" part is a lighter blue.

SOUTHEASTERN REWARDS

Southeastern send out monthly emails to circa 200,000 passengers who have signed up to the Southeastern Rewards programme. They work with 2 or 3 local partners each month to create offers and discounts to pass on to passengers as a thank you for travelling with them.

The logo for insideKENT, featuring the word "insideKENT" in a bold, sans-serif font. "inside" is in a smaller font size than "KENT". Below the main text is a tagline in a smaller, lowercase font: "celebrating the best of Kent and beyond".

INSIDEKENT

InsideKENT magazine is a Free monthly magazine distributed in print around the county.

Their print readership is around 120k, with an additional online readership of around 45k.

Their Christmas magazines, printed in October/ November are very popular, and include a huge '12 days of Christmas' giveaway, as well as several Kent based gift Guides. The Produced in Kent Gift Guide is one of these.