



WESTERN KENYA TIMES PRESS KIT

Prepared for
All Audiences

Presented by
The WKT Team

April 2, 2026



ABOUT WKT

Western Kenya Times

Western Kenya Times (WKT), owned by the Western Kenya Times Media Group, is your premier source for reliable, timely, and impactful stories from Western Kenya and beyond.

WKT, one of the leading news websites from the western part of Kenya and among the fastest-growing digital media platforms in Kenya, was established on March 29, 2022, as an evolution of Lugari Daily, a simple blog founded during the COVID-19 pandemic focused on addressing issues within Lugari Constituency. The platform aimed to unite young media professionals to deliver quality information while bridging the gap between communities in the region and the stories that matter most.

WKT is committed to telling the stories that shape lives, spotlighting the diverse voices of Western Kenya, and empowering readers with in-depth analysis, human interest stories, and breaking news. Journalists at WKT aim to uphold the highest standards of journalistic integrity while celebrating the rich culture and vibrant spirit of our people.

Read more about WKT [here](#)



OUR PLATFORMS

We are a digital news media platform that serves a diverse audience, not only in Western Kenya but across the entire country. Our content is shared through various platforms, both official and informal, creating multiple touchpoints where our audience interacts with our content and engages with our marketers.

Official Platforms

Western Kenya Times Website (westernkenyatimes.co.ke): A user-friendly platform, attracting over 50,000 views weekly from over 84 articles published. The website's newsletters is send out weekly to 20,117 subscribers.

Western Kenya Times Facebook Page (WKT): With over 216,000 followers, the page reaches more than 20 million people monthly, making it one of our most effective platforms in the region.

Western Kenya Times X (formerly Twitter): This account has a growing following, currently at 676 users.

Western Kenya Times Instagram and Threads (@westernkenyatimes): These platforms collectively have over 800 followers, providing additional avenues for engagement.

Western Kenya Times WhatsApp Group: With 272 members, this group is a key channel for direct engagement and fast news dissemination.

Western Kenya Times TikTok (@westernkenyatimes): Our TikTok account currently with over 3,700 followers offers short, engaging videos that highlight trending news and snippets of important events. It is a growing platform for reaching a younger, more dynamic audience with visually engaging content.



OUR CONTENT

Type of Content

News Articles: Our articles, covering a variety of genres, are published on the [westernkenyatimes.co.ke](https://www.westernkenyatimes.co.ke) website and shared across our social media channels.

Graphics: We routinely publish engaging visuals like news alerts, infographics, and quote posters on our social platforms, which are frequently shared by our readers.

Social Media Posts: These include breaking news, real-time updates, article links, humor, and more, posted on our official social media channels.

Videos: Professionally produced videos are published and shared across social platforms.



REACH & AUDIENCE

REACH

* Facebook

216K

Followers

Avg. monthly views: 20 million

* Website

70K

Views/month

Avg. page visits: 30,000

* X (Twitter)

672

Followers

Avg. posts per month: 84

AUDIENCE

Gender

60%

Female

Age Range

75%

18-40 Years

Location

60%

Urban and tech-savvy regions nationally



FACEBOOK & WEBSITE

(01)

WKT FACEBOOK PAGE AMONG THE MOST FOLLOWED PLATFORMS IN THE REGION

Our Facebook page, WKT, is one of the most popular platforms in Western Kenya, celebrating and showcasing their vibrant culture and diverse lifestyles.



20M

Views



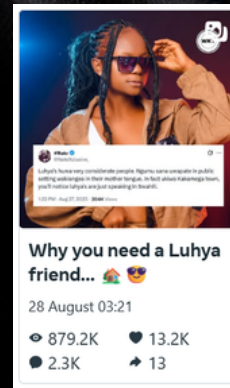
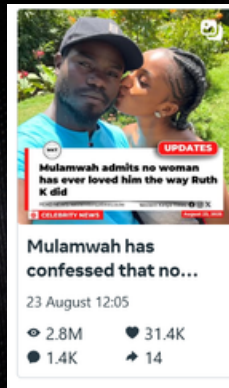
500K

Engagements



10M

Reach

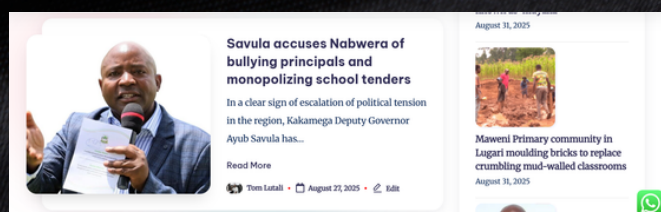
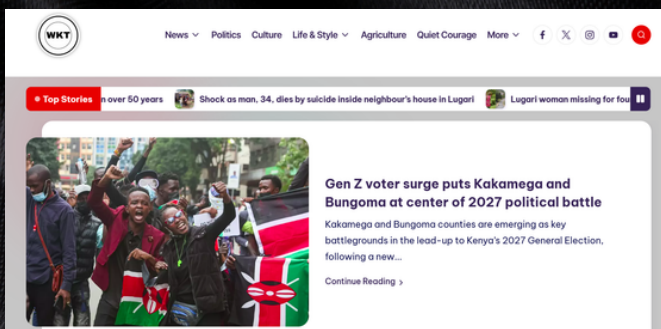


Views

15.7M ↑ 226.8%

Reach

4.7M ↑ 96.6%



(02)

RELIABLE WEBSITE FOR LOCAL CONTENT

Our website has established itself as a trusted source of accurate and in-depth coverage of local content in the Western region, standing toe-to-toe with both established national media in delivering reliable content.



50K

Visits



20K

Subscribers



25K

Vistors



2025 FACEBOOK METRICS

Metric	January	February	March	April	May	June	July	August
Views	863.4K	1.2M	1,442,973	1,587,123	4,668,071	15,701,827	6,547,602	17, 590, 172
Reach	168.3K	528.1K	559,282	840,980	2,369,780	4,686,280	2,274,486	3, 960,354
Content Interacti	14.6K	12.7K	18,986	18,900	66,823	155,417	68,233	195,713
Engagement	-	-	98,573	94,435	347,087	786,701	-	198,317
Link clicks	1.3K	1.8K	1,735	863	2,199	1,223	1,497	-
Visits	4.8K	4.1K	4,216	3,738	12,484	43,097	25,744	-
Followers	-	-	-	172,045	174,127	180,971	183,513	189,158
Follows	99	168	239	530	2,514	7,211	2,912	6,397
Unfollows	126	105	115	110	188	324	224	270
3-second views	879	767	12,858	4,835	17,987	183,397	19,908	34,748
1-minutes views	120	109	18,752	645	75	640	399	3,682
Reels views	173	33	10,479	840	35,193	313,752	32,778	62,491
Reels watch time	14m 17s	4m 15s	1d 20h	2h 11m	3d 21h	34d 3h	5d 5h	12d 8h
Reels interactios		4 0	170	19	870	7,636	595	2,084
Videos watch tim	6h 33m	5h 24m	1d 21h	1d 22h	4h 29m	-	-	-
Videos interactio		39 34	225	490	40	-	-	-
Live watch time	3h 47m	7h 27m	5d 22h	1h 3m	1h 24m	0	10s	0
Live interactions		17 15	161	6	7	0	0	0
Stories views	1.1K views	1,641	23,219	24,280	35,800	88,108	48,808	25,324
Stories reach	890	876	4,569	4,991	7,648	11,639	6,755	6,916
Stories interactio	21	25	254	189	323	936	579	396
Top story views	1,095	1,641	1,136	827	1,826	1,836	820	1,324
Posts	199	191	291	275	278	367	304	246
Top post views	35,714	195,114	274,158	459,362	482,392	1,898,276	700,886	2,896,779
Top post reach	17,763	159,114	234,580	386,373	488,725	1,563,724	541,930	1,639,021
Top post interacti	462	752	1,560	5,184	2,104	12,404	9,496	33,293
1k+ likes posts	0	0	4	2	8	11	8	22



WHAT WE OFFER

A collaboration with WKT provides extensive brand visibility and engagement opportunities through our platform, while enabling us to continue delivering high-quality content to our audience.

What We Offer

Brand Visibility: Prominent display of your brand messages across our website and social media platforms. This ensures that your brand remains top-of-mind for our readers.

Sponsored Content: We create and publish dedicated articles and blog posts that highlight your services or products, showcasing how they benefit the local community through exceptional storytelling. This is seamlessly integrated into our editorial calendar.

Social Media Campaigns: We run targeted social media campaigns across our platforms to promote your offerings, engage with our audience, and drive traffic to your website or specific promotions.

Event Coverage: Should business host any event, we are ready to provide event coverage and post-event features to further amplify your brand's impact in Western Kenya.



WHAT WE SEEK

What we seek

In return for the services outlined above, we are seeking a sponsorship arrangement that includes financial support. This partnership will empower us to grow our content and audience reach, while giving your business valuable exposure to a highly engaged and targeted audience.

Why Partner with Us?

Targeted Audience: Our readership is concentrated in Western Kenya, providing your business with a direct line to potential customers in this area.

Engagement: Our content resonates with the local population, resulting in high levels of engagement and interaction. A partnership with us would enable you to tap into this engaged audience.

Flexibility: We are open to tailoring the partnership to align with your specific marketing objectives and are committed to delivering measurable results.



BRAND COLLABORATIONS



**Douglas
Opijah
Foundation**

**Lugari
Station
Hospital**



REACH OUT TO US

Contact Us

Phone: +254 762287571 or +254 721747146

Email: marketing@westernkenyentimes.co.ke

Website & Social Media

Website: westernkenyentimes.co.ke

Facebook: WKT

X: @the_WKT

Instagram: @westernkenyentimes

TikTok: @westernkenyentimes



WKKT