

A photograph of a long, narrow metal truss bridge spanning a wide, muddy river. The bridge has a corrugated metal deck and is supported by a series of metal trusses. The river is filled with brown, turbulent water. In the background, there are green trees and a cloudy sky. A large, curved red and white graphic element is on the left side of the image.

PRESS KIT **WESTERN KENYA TIMES**

Prepared for
All Audiences

Presented by
The WKT Team

September 24, 2026



ABOUT WKT

The Western Kenya Times (WKT) 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 APPROACH

Our journalism is rooted in the communities we serve. We believe the most meaningful stories are often found close to home, in villages, towns, institutions, businesses, and communities whose experiences can easily be overlooked.

Our coverage focuses on:

- **Community-focused journalism** – We put communities and their experiences at the center of our reporting, giving visibility to issues, achievements, and voices that matter locally.
- **Hyperlocal news** – We cover the people, places, institutions, and events that shape everyday life across Western Kenya, particularly stories that may receive little attention from national media.
- **Human-interest stories** – We tell compelling stories about people, their experiences, struggles, resilience, achievements, and contributions to society.
- **Governance and accountability** – We scrutinize the use of public resources, decisions by public institutions, and the delivery of services while giving relevant parties an opportunity to respond.
- **Politics and public affairs** – We provide timely coverage of political developments and public affairs, focusing on facts, context, competing perspectives, and their impact on communities.
- **Youth and community development** – We amplify young people's voices and cover education, employment, leadership, development, and initiatives creating opportunities within communities.
- **Culture and entertainment** – We celebrate the region's diverse cultures, traditions, personalities, creative industries, sports, and entertainment.



WHAT WE STAND FOR

MISSION

To become a trusted reference point for information, stories, and conversations from Western Kenya while creating opportunities for communities, businesses and institutions to connect with audiences that matter.

VISION

To build Western Kenya's most influential and trusted digital media platform.

CORE VALUES

Truth
Integrity
Community
Impact
Excellence
Human dignity
Independence



WHERE WE OPERATE





WHAT WE COVER



NEWS

Breaking news, local developments and community stories



GOVERNANCE

County governments, public institutions, accountability, and development



POLITICS

Political developments, profiles, campaigns, and public affairs



COMMUNITY

Stories about ordinary people, challenges, achievements, and local initiatives



BUSINESS

Entrepreneurs, SMEs, markets, investments, and opportunities



HUMAN INTEREST

Stories that connect emotionally with audiences



YOUTH

Education, employment, sports, innovation, and youth initiatives



CULTURE

People, traditions, entertainment, and the identity of Western Kenya



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 (westernkenyentimes.co.ke): A user-friendly platform, attracting over 50,000 views weekly from over 84 articles published. The website's newsletters are sent out weekly to 20,117 subscribers.

Western Kenya Times Facebook Page (WKT): With over 232,600 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 690 users.

Western Kenya Times Instagram and Threads (@westernkenyentimes): 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 (@westernkenyentimes): Our TikTok account, currently with over 4,000 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

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

20M

Reach/month

232k followers on
Facebook

✱ Website

70K

Views/month

Avg. page visits:
30,000

✱ Social Media

237K

Combined
Followers

Avg. posts per
month: 84

AUDIENCE

Gender

60%

Female

Age Range

75%

18-40 Years

Location

60%

Rural and tech-savvy
regions

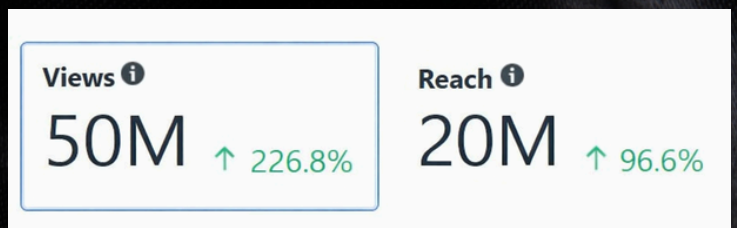
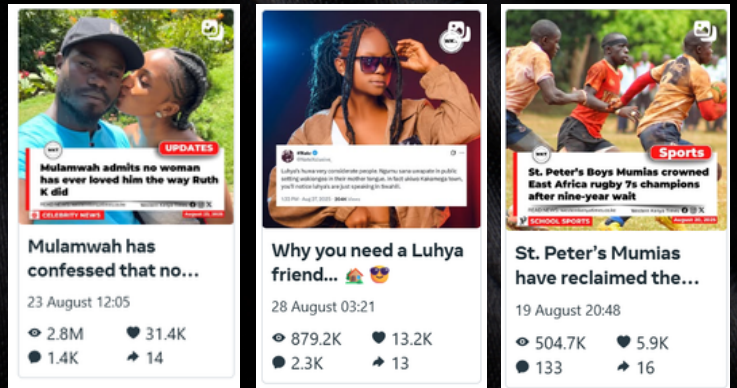


FACEBOOK & WEBSITE

(01)

WKT FACEBOOK PAGE RANKS AMONG THE MOST FOLLOWED PLATFORMS IN THE REGION

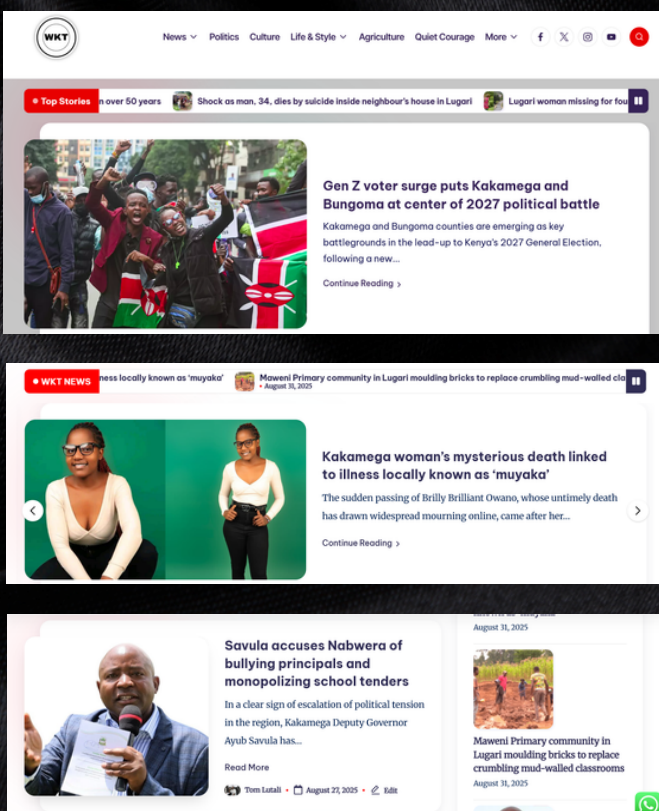
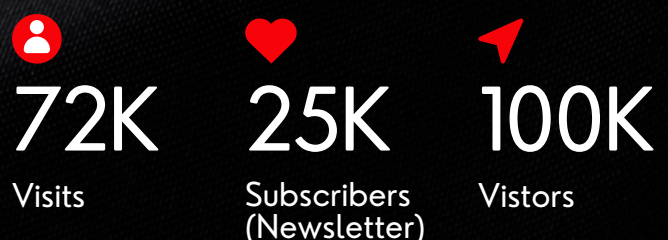
Our Facebook page, WKT, is one of the most popular platforms in Western Kenya, celebrating and showcasing our community's vibrant culture and diverse lifestyles.



(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 reputable media in delivering reliable content.





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.



REACH OUT TO US

Contact Us

Phone: +254 762287571 or +254 721747146

Email: marketing@westernkenyatimes.co.ke

Website & Social Media

Website: westernkenyatimes.co.ke

Facebook: WKT

X: @the_wkt

Instagram: @westernkenyatimes

TikTok: @westernkenyatimes

