

LOVEANDOVER



## Andover Radio & Love Andover Media Pack



## About Andover Radio & Love Andover:

Andover Radio is the local radio station serving the town of Andover, Hampshire. Launched in 2018, Andover Radio is owned and managed locally, providing a series of services that entertain, inform, and support the people who live, work, and play in and around Andover. With a commitment to highlighting the best aspects of the town, including its people, places, events, businesses, charities, and community groups, Andover Radio is dedicated to serving the community it loves.

## Key Features:

**Local News and Happenings:** Stay up-to-date with the latest happenings in and around Andover, as Andover Radio brings you timely and relevant news, events, and information.



**Community Focus:** As a local community radio station, Andover Radio has been a key source of local information, offering hours of free advertising for local community groups and charities. The station is committed to reinvesting advertising funds into community initiatives, supporting the town's growth and development.

**Diverse Audience:** Andover Radio has a 24% reach of listeners who tune in each week, amounting to approximately 14,000 listeners across Andover & North West Hampshire. The station's target audience primarily includes individuals aged 35 and above, with a key target of 35-50 ABC1, showing a slight female bias.

**Online Presence:** Love Andover's website ([www.loveandover.com](http://www.loveandover.com)) serves as a key source of local news, events, and information, attracting a substantial online audience. Additionally, Love Andover boasts a social media following of over 15,000 dedicated followers, extending the reach and engagement opportunities for advertisers.

## Advertising Opportunities:

**On-Air Commercials:** Maximize your brand's exposure by featuring professionally produced advertisements during prime-time shows and popular segments on Andover Radio.



**Sponsorship Packages:** Collaborate with Andover Radio and Love Andover to sponsor specific shows, events, or segments, aligning your brand with community-driven content and gaining enhanced visibility.

**Online Banners and Display Ads:** Advertise on the Love Andover website and mobile app through strategically placed banners and display ads, effectively targeting online users seeking local news and information.

**Social Media Promotion:** Leverage Love Andover's active social media presence to promote your brand or event through sponsored posts and collaborations, reaching a highly engaged online audience.

**Content Integration:** Seamlessly integrate your brand into relevant shows, interviews, or articles on Andover Radio and Love Andover, enhancing brand recognition and connection with the local community.

## Events:

What sets us apart is our profound connection to the local music scene and our expertise in orchestrating unforgettable experiences. Our team knows how to infuse events with that extra touch of stardust that leaves attendees mesmerized. By harnessing the power of radio and our expansive social media channels, we possess the unrivalled ability to publicize your event far and wide, reaching audiences that others can only dream of.

When you partner with Andover Radio and Love Andover, you gain access to an enthusiastic and dedicated team that will work tirelessly to make your event an extraordinary success. We understand the importance of creating a buzz and ensuring maximum participation. Let us handle the intricate details, while you bask in the glory of an event that will be talked about for years to come.



So, why settle for ordinary when you can have extraordinary? Contact Andover Radio and Love Andover today, and let us sprinkle our magic to elevate your event to new heights. Together, we'll create an experience that will leave a lasting impression on all who attend.

**Boost Your Brand and Support the Community with Andover Radio and Love Andover Events!**

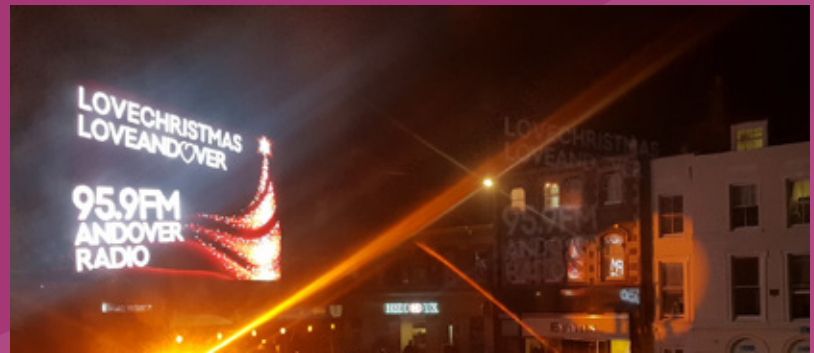
Are you a local business looking to make a positive impact and increase your brand visibility? Look no further! Andover Radio and Love Andover Events offer you a golden opportunity to align your business with our amazing events and become an integral part of the community.

By sponsoring our events, you not only demonstrate your unwavering support for the local community but also gain invaluable exposure for your brand. Our events attract a diverse range of attendees, ensuring that your business receives maximum visibility and recognition.

We understand that each business is unique, and that's why we offer tailored sponsorship packages designed to meet your specific needs and objectives. Whether you're seeking increased brand awareness, customer engagement, or community goodwill, we have the right tools and expertise to help you achieve your goals.

When you partner with Andover Radio and Love Andover, your brand will be prominently featured at our events, reaching a captive audience eager to connect with local businesses. From event signage and banners to branded merchandise and promotional materials, we offer a variety of options to showcase your business in a way that leaves a lasting impression.

But the benefits don't end there. Our powerful radio presence and extensive social media channels will further amplify your brand's reach, ensuring that your message resonates far beyond the event itself. Through our wide network of engaged followers and listeners, we'll provide your business with exposure that surpasses anything available locally.





So, join us in making a difference and becoming a vital part of the community. Stand out from the competition and demonstrate your commitment to the local area by sponsoring Andover Radio and Love Andover events. Let us help you elevate your brand and connect with a receptive audience eager to support local businesses like yours.

Don't miss out on this unparalleled opportunity to showcase your brand, support the community, and leave a lasting impression. Contact us today to discuss sponsorship options and discover how Andover Radio and Love Andover Events can help elevate your business to new heights. Together, let's make a difference and create an event experience that will be remembered for years to come.

## Contact Information:

For advertising and partnership inquiries,  
**please contact:**

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We look forward to discussing how Andover Radio and Love Andover can help you achieve your marketing and advertising goals while supporting the vibrant Andover community.



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