

NEWSQUEST ANDOVER



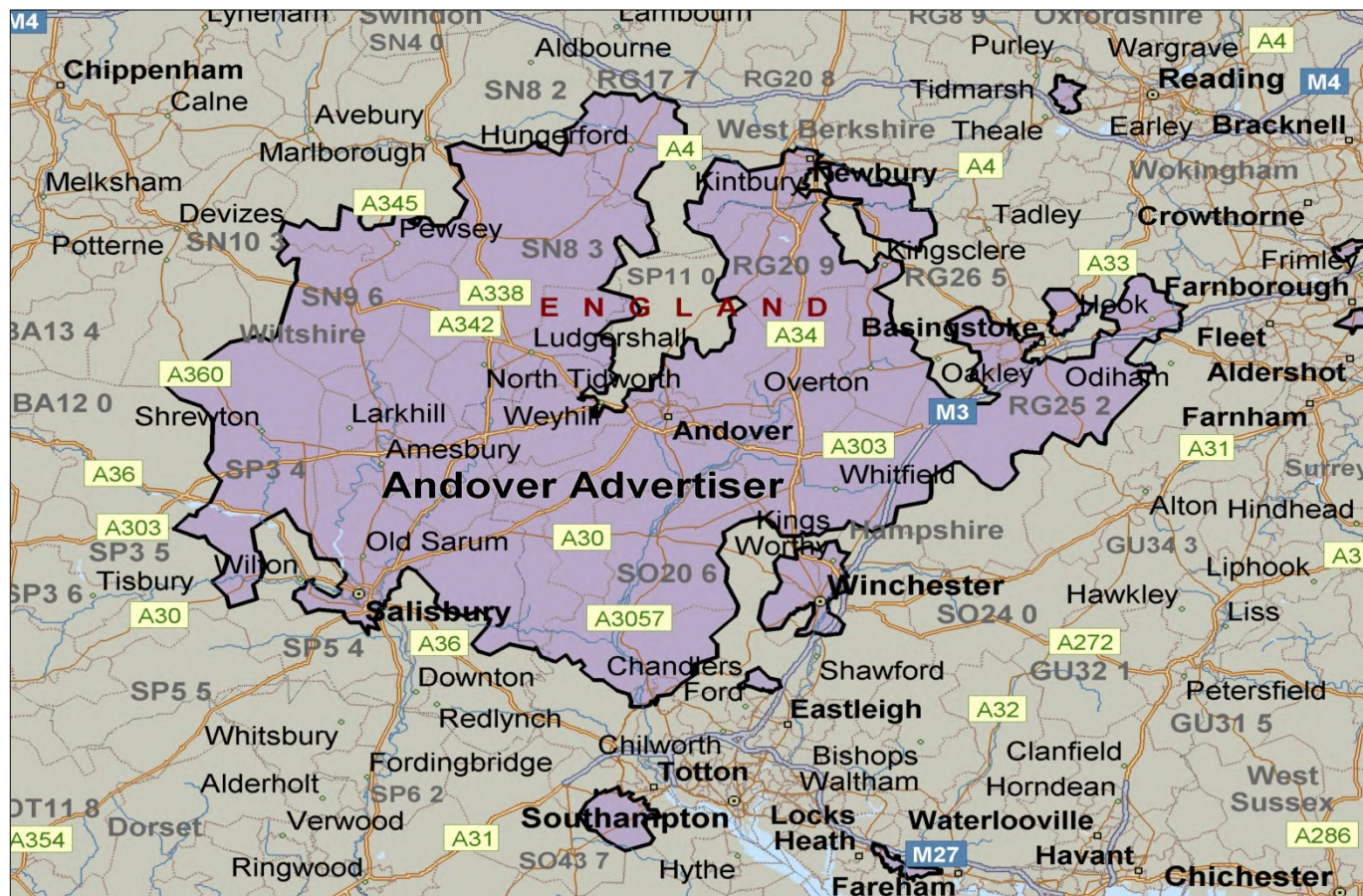
When looking at options in Andover there is only one publisher that can provide maximum coverage of Andover and surrounding areas. Newsquest Andover is able to tailor-make an advertising schedule with the highest degree of flexibility and understanding of your needs;

- If it's mass penetration with free weekly newspapers, **we can do it.**
- If it's the readership appeal of well established, community led paid weekly newspapers, **we can do it.**

No other publisher can give you the coverage or the variety of paid/free publications like Newsquest Andover.

Average Weekly Circulation ABC Jan-Dec '12; 10,999

Average Weekly Readership JICREG Oct '13; 31,401



Established

1858

Frequency

Weekly (Friday)

Cover price

75p

Content

Leisure

Property

Recruitment

Motoring

Trades & Services

Sport

Postal Sector Breakdown

Sector		Circulation	Sector		Circulation
PO15 5	Fareham (inc Titchfield, Segensworth West)	1	SO51 7	Mercer Way, Romsey	5
RG14 1	Newbury (inc Speen, Speenhamland, Shaw)	3	SO51 8	Middlebridge Street, Romsey	20
RG14 5	Craven Road, Newbury	5	SO53 5	Hiltingbury Road, Eastleigh	1
RG14 6	Newbury (inc Enbourne, Wash Common)	4	SP 1 1	Salisbury (inc Laverstock)	18
RG17 0	Hungerford (inc Chilton Foliat)	5	SP 1 2	The Close	7
RG19 8	Headley, Greenham	1	SP 1 3	Salisbury (inc Bishopdown, Stratford Sub Castle)	1
RG20 5	Kingsclere	4	SP 2 7	Devizes Road, Salisbury	2
RG21 7	Alencon Link, Basingstoke	28	SP 2 8	Salisbury (inc Netherhampton, West Harnham)	4
RG21 8	Winchester Road, Basingstoke	1	SP 3 4	Shrewton, Barford St Martin	4
RG22 4	Basingstoke (inc Beggarwood, Hatch Warren)	10	SP 4 0	Porton, Newton, Tiney, Allington	5
RG22 6	Pinkerton Road, Basingstoke	2	SP 4 6	Gomeldon, Sarum	4
RG25 3	Overton, Steventon, Ashe	105	SP 4 7	Amesbury, Lake, West Amesbury	44
RG28 7	Whitchurch (inc Laverstock)	346	SP 4 8	Durrington, Larkhill	40
RG31 5	Tilehurst (West), Reading	2	SP 4 9	Bulford Barracks, Bullford	17
SN 8 3	Burbage, Great Bedwyn	39	SP 5 1	Winterslow, Firsdown	10
SN 9 5	Pewsey (inc Milton Lilbourne)	2	SP 9 7	Tidworth (inc Shipton Bellinger)	481
SN 9 6	Upavon, Enford, Manningford Bruce	10	SP10 1	Vigo Road, Andover	3,678
SO20 6	Kings Somborne, Chilbolton	213	SP10 2	Old Winton Road, Andover	1,232
SO20 8	Broughton, Middle Wallop	196	SP10 3	Andover (inc Charlton)	1,749
SO21 3	South Wonston, Sutton Scotney	82	SP10 4	Andover (inc Charlton, Knights Enham)	225
SO22 5	Winchester (inc Pitt, Sparsholt, Fulford)	4	SP10 5	Andover (inc East Anton)	229
SO22 6	Winchester (inc Littleton, Headbourne Worthy)	5	SP11 0	Hurstbourne, Tarrant, Weyhill	40
SO23 7	Winchester (inc Kings Worthy, Headbourne Worthy)	2	SP11 6	St Mary Bourne, Enham, Alamein	132
SO23 8	Staple Gardens, Winchester	2	SP11 7	Abbots Ann, Anna Valley	1,342
SO23 9	Winchester (inc St Cross)	12	SP11 8	Thruxton, Weyhill, Ampot, Grateley	186
SO40 7	Ashurst, Totton, Woodlands	1	SP11 9	Ludgershall, Perham Down, Appleshaw	432
SO51 0	Romsey (inc Lockerley, Awbridge)	6	Total		10,999

Readership by demographic group

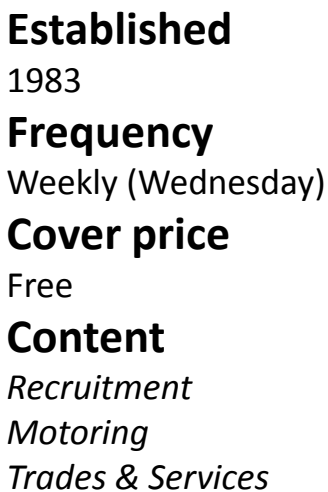
Adults	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	ABC1	C2DE
31,401	15,517	15,884	4,025	4,310	5,277	6,148	4,715	6,925	18,068	13,333
	49%	51%	13%	14%	17%	20%	15%	22%	58%	42%

Readerships by location & demographics

Location	Adult AIR	AIR %	Men	Women	age 15-24	age 25-34	age 35-44	age 45-54	age 55-64	age 65-74	age 75+	ABC1	C2DE	Circulation
Amesbury Tidworth	3138	10.03	1872	1266	826	863	564	384	229	148	125	1540	1598	789
Andover	15506	47.02	7420	8086	1968	2133	2621	3053	2211	1958	1563	8492	7014	5748
Andover Rural	8612	34.9	4209	4404	903	919	1415	1804	1509	1286	777	5436	3177	3035
Basingstoke	556	0.55	270	286	40	58	85	116	102	88	68	331	226	198
Pewsey	966	7.67	467	499	72	79	162	222	190	147	93	547	419	338
Romsey	78	0.26	35	42	7	7	10	14	13	13	13	51	27	29
Salisbury	108	0.28	50	58	12	16	15	19	16	15	16	63	44	39
Salisbury Rural	162	0.55	78	84	13	12	23	39	31	28	16	109	53	56
Southampton	6	0	4	3	3	2	1	1	0	0	0	4	3	2
Stockbridge Rural Area	1733	25.52	855	878	141	172	288	374	308	277	173	1128	604	583
Winchester Rural	535	3.31	256	279	40	50	93	123	106	75	48	367	168	182

Source: JICREG October 2013

	AA		UK		Index
	Count	%	Count	%	
<u>AGE RANGE</u>					
15-24	25,023	15	7,802,802	15	97
25-34	26,545	15	7,810,854	15	103
35-44	27,095	16	8,102,566	16	101
45-54	29,307	17	8,915,766	17	99
55-64	25,442	15	7,715,867	15	100
65+	38,965	23	11,797,496	23	100
<u>SOCIAL GRADE</u>					
ABC1	93,337	54	25,418,435	49	116
C2DE	79,041	46	26,726,916	51	89
<u>GENDER</u>					
Male	85,135	49	25,494,718	49	101
Female	87,243	51	26,650,633	51	99
<u>MARITAL STATUS</u>					
Single	25,213	15	10,174,085	20	75
Married	115,241	67	31,628,312	61	110
Wid/div/sep	31,924	19	10,342,954	20	93
<u>CHILDREN IN HOUSEHOLD</u>					
No children	132,596	77	40,382,158	77	99
1 child	18,577	11	5,762,496	11	98
2 children	16,151	9	4,282,768	8	114
3+ children	5,054	3	1,717,929	3	89
<u>HOUSEHOLD SIZE (Base: households)</u>					
1 person	18,338	21	6,621,318	24	86
2 people	37,929	43	10,961,647	40	107
3 people	13,694	16	4,371,092	16	97
4 people	12,229	14	3,410,572	13	111
5+ people	5,201	6	1,747,720	6	92
<u>COMBINED HOUSEHOLD INCOME (Base: households)</u>					
Up To £9,999	13,085	15	5,094,605	19	80
£10,000 - £16,999	16,662	19	5,854,703	22	88
£17,000 - £22,999	12,255	14	3,857,711	14	99
£23,000 - £29,999	12,310	14	3,536,642	13	108
£30,000 - £39,999	13,488	15	3,589,835	13	117
£40,000+	19,591	22	5,178,853	19	117
<u>PERSONAL INCOME</u>					
£6,999 or less	31,432	18	9,829,328	19	97
£7,000 to £12,999	36,355	21	10,509,673	20	105
£13,000 to £19,999	26,243	15	8,734,864	17	91
£20,000 to £26,999	27,742	16	6,769,957	13	124
£27,000 to £36,999	17,932	10	5,348,147	10	101
£37,000 to £49,999	9,933	6	2,717,012	5	111
£50,000 or over	4,639	3	1,455,311	3	96
None	18,102	11	6,781,059	13	81



Postal Sector Breakdown

Sector	Area	Circulation
RG28 7	Whitchurch	843
SP10 1	Andover (Town Centre)	1,583
SP10 2	Andover (Winchester Road area)	3,754
SP10 3	Andover (Artists Way, Floral Way)	4,207
SP10 4	Andover, Charlton	2,427
SP10 5	Andover, (Cricketers Way area, River Way area, Roman Way area)	1,331
SP11 0	Weyhill, Hurstbourne Tarrant, St Mary Bourne	356
SP11 6	Longparish, Enham Alamein, Forton	536
SP11 7	Abbotts Ann, Little Ann	284
SP11 8	Weyhill	116
SP11 9	Ludgershall	1,046
Total		16,483

Readership Analysis

Readership by demographic group

Adults	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	ABC1	C2DE
23,545	11,147	12,399	2,670	3,486	4,238	4,430	3,384	5,337	13,040	10,505
	47%	53%	11%	15%	18%	19%	14%	23%	55%	45%

Readerships by location & demographics

Location	Adult AIR	AIR %	Men	Women	age 15-24	age 25-34	age 35-44	age 45-54	age 55-64	age 65-74	age 75+	ABC1	C2DE	Circulation
Andover	17105	51.87	8021	9085	2027	2607	3060	3162	2375	2113	1761	9200	7906	11374
Andover Rural	5282	21.41	2560	2722	551	739	964	1042	822	679	485	3088	2194	3449
Stockbridge Rural Area	1158	17.05	565	592	92	140	214	226	186	176	123	752	406	734

Source: JICREG October 2013

Area Demographics

	AAM		UK		Index
	Count	%	Count	%	
<u>AGE RANGE</u>					
15-24	7,926	14	7,802,802	15	91
25-34	7,885	14	7,810,854	15	90
35-44	9,361	16	8,102,566	16	104
45-54	10,317	18	8,915,766	17	104
55-64	9,427	16	7,715,867	15	110
65+	13,260	23	11,797,496	23	101
<u>SOCIAL GRADE</u>					
ABC1	30,198	52	25,418,435	49	111
C2DE	27,976	48	26,726,916	51	94
<u>GENDER</u>					
Male	28,091	48	25,494,718	49	99
Female	30,084	52	26,650,633	51	101
<u>MARITAL STATUS</u>					
Single	7,618	13	10,174,085	20	67
Married	39,267	68	31,628,312	61	11
Wid/div/sep	11,291	19	10,342,954	20	98
<u>CHILDREN IN HOUSEHOLD</u>					
No children	45,017	77	40,382,158	77	100
1 child	6,290	11	5,762,496	11	98
2 children	5,277	9	4,282,768	8	110
3+ children	1,590	3	1,717,929	3	83
<u>HOUSEHOLD SIZE (Base: households)</u>					
1 person	6,329	21	6,621,318	24	85
2 people	13,341	44	10,961,647	40	109
3 people	4,657	15	4,371,092	16	95
4 people	4,288	14	3,410,572	13	112
5+ people	1,797	6	1,747,720	6	92
<u>COMBINED HOUSEHOLD INCOME (Base: households)</u>					
Up To £9,999	4,706	16	5,094,605	19	82
£10,000 - £16,999	6,563	22	5,854,703	22	100
£17,000 - £22,999	4,395	14	3,857,711	14	102
£23,000 - £29,999	4,350	14	3,536,642	13	110
£30,000 - £39,999	4,509	15	3,589,835	13	112
£40,000+	5,889	19	5,178,853	19	101
<u>PERSONAL INCOME</u>					
£6,999 or less	11,270	19	9,829,328	19	103
£7,000 to £12,999	14,318	25	10,509,673	20	122
£13,000 to £19,999	9,015	16	8,734,864	17	93
£20,000 to £26,999	7,862	14	6,769,957	13	104
£27,000 to £36,999	5,131	9	5,348,147	10	86
£37,000 to £49,999	2,510	4	2,717,012	5	83
£50,000 or over	1,326	2	1,455,311	3	82
None	6,742	12	6,781,059	13	89

Source: Experian Ltd/TGI 2012

Base: Adults 15+, unless otherwise stated