



KESTREL FM HITS THE RIGHT NOTE WITH LISTENERS

Expect more empty champagne bottles stacked up outside the Kestrel FM studios as the area's number one commercial station celebrates further audience gains!

The latest industry-standard survey shows Kestrel FM is enjoyed by 54,000 adults each week.

Time spent listening to Kestrel FM's Basingstoke and North Hampshire service has increased by over an extra hour per week based on the previous quarter.

Whilst Kestrel FM Haslemere and Petersfield continues as the most listened to commercial service in the area.

Programme Director Tom Kay is delighted with the results:

“At a time of great change for the radio industry, we've continued to do what we're best at. Locally focused radio driven by personality presenters who really know their patch”.

“We've just finished our biggest ever community campaign, distributing free reflective stickers to thousands of children across the area to keep them safe on our roads. Involvement in our community is what Kestrel FM is all about”.

Kestrel FM broadcasts to Basingstoke and North Hampshire on 107.6FM, Alton on 102.FM, Bordon and Hindhead on 101.6FM, Haslemere on 97.1FM and Petersfield on 101.8FM.

**ENDS---EMBARGOED UNTIL 00:01 THURSDAY 3rd FEB 2011---
DATA SOURCE : RAJAR/IPSOS Q4 2010
KESTREL FM IS PART OF THE TINDLE RADIO GROUP.**