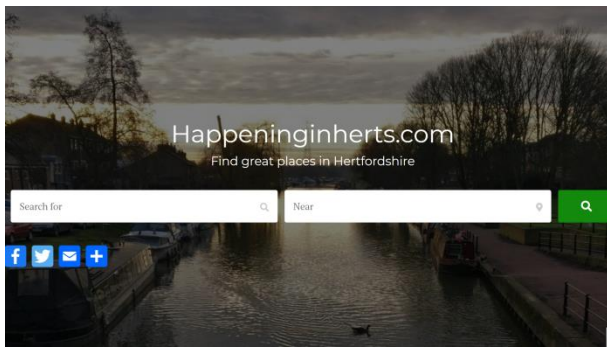


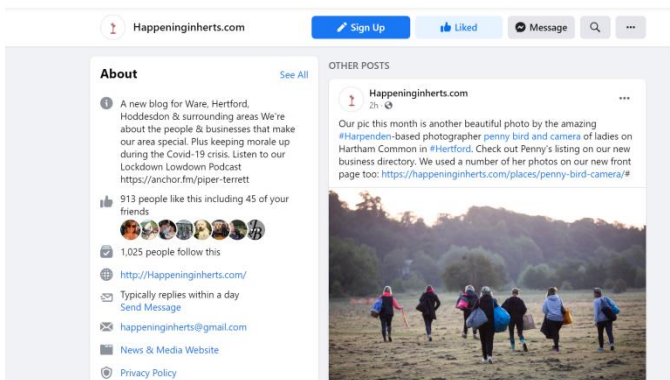
Happeninginherts.com Advertising Packages June 2021



Launched in January 2020, our website and popular Facebook page have taken off and become something of a lockdown lifeline for many local people in Hertford, Ware, Stanstead Abbots, Hoddesdon and surrounding areas.



We offer upbeat stories on our Happeninginherts.com blog and useful information on local businesses and community groups on our website pages, as well as local products from Herts businesses via our Happeninginherts Shop Local Online Store.



We have a highly engaged Facebook page with 1,327 users. Around 46% of our Facebook page users are from Hertford and Ware, while 25% from surrounding areas such as Stevenage, Harlow, Broxbourne, Welwyn Garden City, Cheshunt, St Albans and Bishops Stortford and 8% in London. 86% of our Facebook users are women and 66% are aged between 35 and 64.

Happeninginherts Blog



The Local Lowdown Podcast

Our new feel-good podcast **The Local Lowdown with Happeninginherts.com** launched during Lockdown and has now exceeded 1,000 downloads. Hosted by Happeninginherts.com founder Piper Terrett, it highlights local firms and activities, features interviews with local businesses and groups as well as providing some much-needed light-hearted humour and banter at this difficult time with Piper and Hitchin-based radio star **Graham Mack**, former boss of Bob FM and Fix Radio. It is available on **Apple Podcasts, Spotify, Anchor and CastboxFM**. We also promote it across the website, Twitter, Instagram, LinkedIn and local Herts Facebook groups.

Happeninginherts.com facts & figures:

Website page views Feb 2021 – 6,083

Visitors Feb 2021 – 3,138

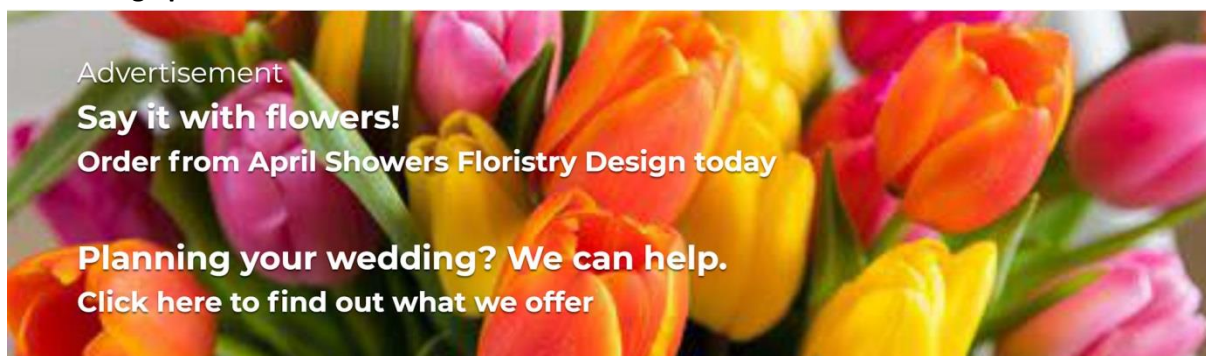
Facebook page – 1,327 followers, strongly engaged group

Instagram page – 1,091 followers

Twitter – 3,902 followers

LinkedIn (Piper Terrett) - 913 connections

Advertising options



Want to get your business' story across to more local customers but don't know where to start? Worried that **adverts and sponsored blog posts** will cost the earth? We can work with you and your chosen budget on a series of articles or social media messages to tell people more about your services.

Sponsored blog posts about your business or event on our Happeninginherts.com blog are **£30** if you provide us with the copy, **£50** if you want us to write it for you. We post these on our Happeninginherts.com blog and promote them across our social media channels and relevant local Facebook groups.

Banner advertising – we are now offering banner advertising across our blog posts. For **£50** your banner ad - including a link to your company's website url - features on each blog post published on our site for a month. We promote our blog posts across social media and many local Facebook groups, providing the opportunity for your advert to be seen widely.

We also offer **adverts on our Facebook page** for **£5 – £10** if you also want it across our Instagram and Twitter pages. We post the ad at midday – one of the best times of the day for social media activity – and keep the post pinned to the top of the page for 24 hours.

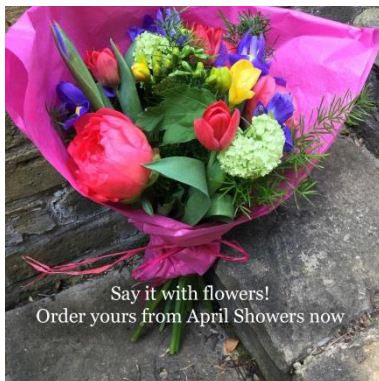
We are now offering **advertising packages** which include **adverts** on our blog posts and **sponsorship slots and shout-outs** on our weekly **Local Lowdown Podcast**.

£70 Advertising Package

Banner advert on our all our blog posts with url link to your website for a month

Sponsorship slot/shout-out on The Local Lowdown Podcast for a month (featuring a shout-out from host Piper Terrett for your company's services)

Advertisers can also purchase individual advertising options, such as individual adverts or podcast shout-outs. For more information or to discuss other options, please contact us at happeninginherts@gmail.com



Jobs Board adverts

We have just launched our local Jobs Board. Advertise your local job for a month on the board for just **£20**. We regularly post details of the Jobs Board on our social media pages and local Facebook Groups. Email happeninginherts@gmail.com for more details.

Please note, we reserve the right to refuse advertising content that is not in keeping with the community remit of our website. We will also edit and rewrite blog copy so it is in suitable Happeninginherts.com style. Payment for advertising is due upfront.

