

BUSINESS

63,803
SALES

179,000
READERS

274,410
ONLINE



EveningTimes

Nobody knows Glasgow better

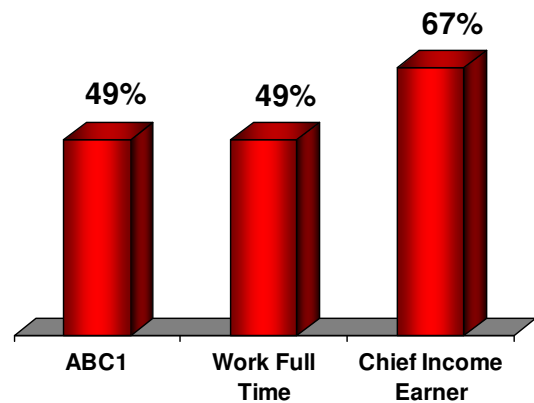
BUSINESS

WHAT WE CAN OFFER...

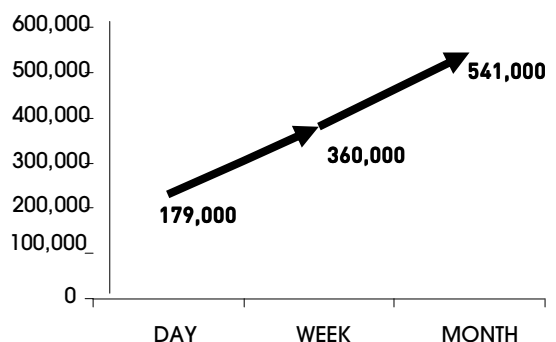
- DAILY EDITORIAL PLATFORM COVERING THE MAJOR FINANCIAL ISSUES OF THE DAY.
- SHARE PRICE LISTINGS.
- ISSUES RELEVANT TO THE FINANCIAL COMMUNITY OF GLASGOW.
- BUSINESS ONLINE - DAILY WEB SITE LISTING PAGE OFFERING YEAR ROUND EXPOSURE.

BUSINESS AUDIENCE...

- 61,000 READERS LIKE TO READ ABOUT BUSINESS/COMPANY NEWS IN THEIR NEWSPAPER - 32% READ THE FINANCIAL PAGES OF THEIR NEWSPAPER.
- 30,000 MANAGERS AND PROFESSIONALS READ THE EVENING TIMES.
- 13,000 EVENING TIMES READERS ARE SELF-EMPLOYED.
- 41,000 EVENING TIMES READERS WOULD LIKE TO SET UP THEIR OWN BUSINESS - THEY ARE KEENER TO DO SO THAN THE AVERAGE ADULT IN SCOTLAND.



CUMULATIVE READERSHIP GROWTH:



FOR MORE INFORMATION PLEASE CONTACT THE BUSINESS TEAM ON : 0141 302 6028 OR EMAIL JAMES.GRAHAM@HERALDANDTIMES.CO.UK

Source : ABC Jan - Jun 09, NRS Jul 08 - Jun 09, TGI Apr 08 - Mar 09; Omniture Oct 09

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