

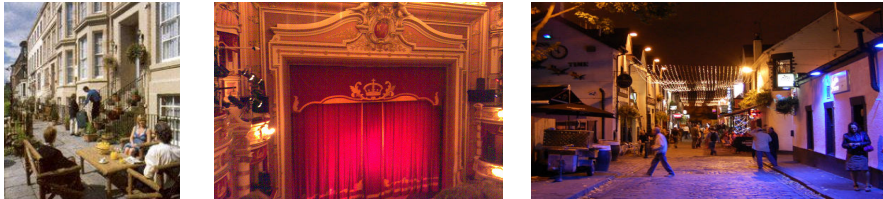
ENTERTAINMENTS



sundayherald



ENTERTAINMENTS



ARTS – 72% OF SUNDAY HERALD READERS READ ABOUT ARTS/BOOKS/MUSIC/THEATRE IN THEIR NEWSPAPER AND THEY ARE 72% MORE LIKELY TO CONSIDER THEMSELVES “INTERESTED IN THE ARTS” THAN THE AVERAGE SCOTTISH ADULT.

CINEMA – 80% OF SUNDAY HERALD READERS ARE REGULAR CINEMA-GOERS AND THEY ARE 2 TIMES MORE LIKELY TO VISIT THE CINEMA 2-3 TIMES PER MONTH THAN THE AVERAGE SCOT.

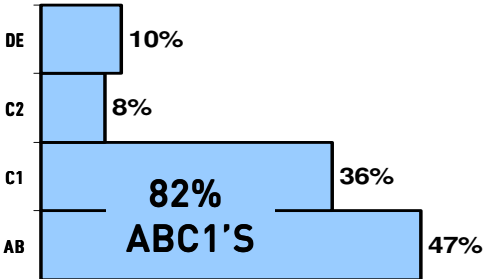
RESTAURANTS – 43% OF SUNDAY HERALD READERS AGREE THAT THEY “OFTEN EAT IN GOOD RESTAURANTS” AND 65% OF SUNDAY HERALD READERS “ENJOY SPLASHING OUT” ON A RESTAURANT MEAL.

THEATRE/PLAYS – 67% OF SUNDAY HERALD READERS VISIT THE THEATRE REGULARLY COMPARED TO 49% OF THE SCOTTISH POPULATION. 62% OF SUNDAY HERALD READERS GO TO PLAYS COMPARED TO 30% OF THE SCOTTISH POPULATION.

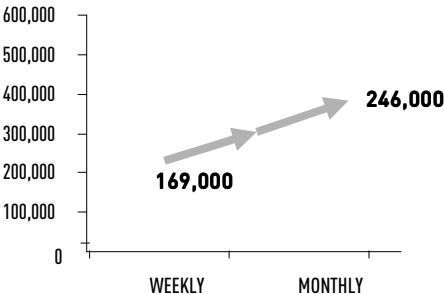
DAY TRIPPERS – 83% OF SUNDAY HERALD READERS HAVE BEEN ON AN OUTING IN THE LAST 12 MONTHS, WHICH INCLUDES EXHIBITIONS, ZOOS, NATIONAL PARKS, THEME PARKS, HISTORICAL SITES AND MUSEUMS.

MORE CONCERTS - SUNDAY HERALD READERS ARE 26% MORE LIKELY TO GO TO ROCK/POP CONCERTS ON A REGULAR BASIS THAN THE AVERAGE SCOT.

SOCIAL CLASS PROFILE:



CUMULATIVE READERSHIP GROWTH:



FOR MORE INFORMATION CALL THE ENTS TEAM ON 0141 302 6090 OR EMAIL ENTERTAINMENT@HERALDANDTIMES.CO.UK

Source : ABC Jan – Dec 09, NRS Jul 08 – Jun 09, Omniture Oct 09; TGI Apr 07 – Mar 09