

**ENTERTAINMENTS**



# EveningTimes

Nobody knows Glasgow better

## TIMES OUT

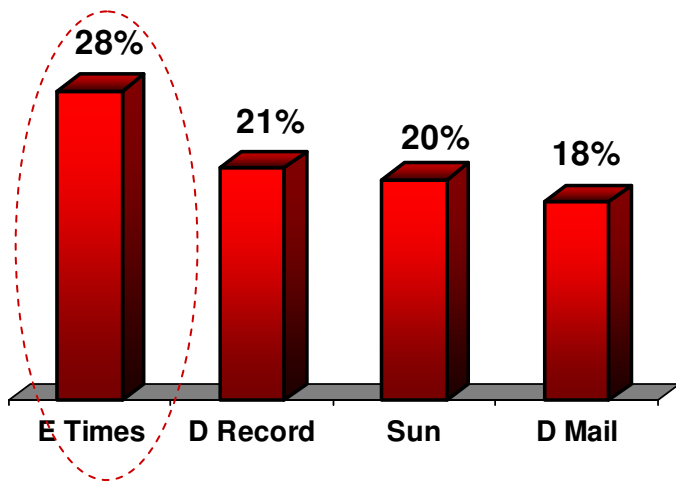
PUBLISHED EVERY THURSDAY PLUS DAILY PAGES

**TIMES OUT IS THE MOST POPULAR OF ALL EVENING TIMES SUPPLEMENTS, AND COVERS ALL ENTERTAINMENT LISTINGS, INCLUDING CINEMA, THEATRE, PUBS/CLUBS, FESTIVALS AND EVENTS.**

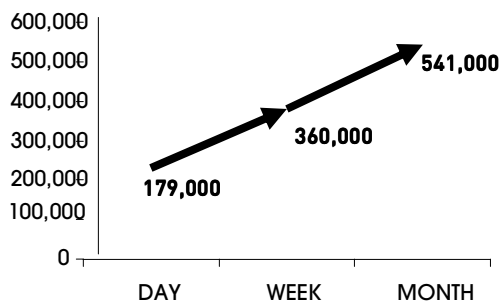


- 47% OF EVENING TIMES READERS READ ABOUT ARTS/BOOKS/CINEMA IN THEIR NEWSPAPER; HALF OF EVENING TIMES READERS ARE INTERESTED IN INTERNATIONAL EVENTS.
- 102,000 EVENING TIMES READERS "REALLY ENJOY A NIGHT OUT AT THE PUB" AND 66% "ENJOY SPLASHING OUT ON A RESTAURANT MEAL".
- 124,000 (69%) OF EVENING TIMES READERS ARE REGULAR CINEMA-GOERS.
- EVENING TIMES READERS ARE 25% MORE LIKELY TO LIKE LISTENING TO NEW BANDS THAN THE AVERAGE SCOT - 62% AGREE THAT "MUSIC IS AN IMPORTANT PART OF MY LIFE". 51% OF EVENING TIMES READERS REGULARLY GO TO ROCK/POP CONCERTS.
- 95,000 EVENING TIMES READERS REGULARLY GO TO THE THEATRE, 50,000 REGULARLY GO TO PLAYS.

**% OF READERS IN STRATHCLYDE WHO SPEND A LOT OF THEIR SPARE TIME SOCIALISING WITH FRIENDS:**



**CUMULATIVE READERSHIP GROWTH:**



**FOR MORE INFORMATION CALL THE ENTS TEAM ON 0141 302 6191 / 6098 / 6003 / 6094 / 6096 OR EMAIL ENTERTAINMENT@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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