



Motors Advertising

www.eveningtimes.co.uk

www.heraldandtimesadvertising.co.uk

Readership 188,000* **Circulation 86,166****

Sex Male - 46% : Female – 54%

Social Class ABC1 - 38% : C2DE – 62%

Age Under 45 – 45% : Over 45 – 55%

NOBODY KNOW'S GLASGOW BETTER – providing blanket coverage of Scotland's most populated city and delivering more readers than **any** of the weekly titles in the area.

ABC1 READERS – 4 in 10 of our readers fall into the ABC1 social grade – a match for the city we serve.

MORE AFFLUENT - Evening Times readers have an average household income of £25,447 – more than Scottish Sun and Daily Record readers.

GLASGOW'S ADVERTISING MARKETPLACE - readers are more than three times as likely to think that the Evening Times is good for local advertising than think the same of the Daily Record.

ACTIVELY SOLD IN THE STREETS OF GLASGOW CITY CENTRE EVERY DAY - A team of dedicated vendors ensure the Evening Times profile is boosted across the city.

An attractive Motors audience

- 46,000 Evening Times readers have 2 or more cars in their household and 1 in 4 are responsible for the car themselves.
- 46% of Evening Times readers agree that their car is essential to them to make the most of their leisure time.
- 31,000 Evening Times readers agree that comfort is the most important thing in a car.
- 24,000 Evening Times readers intend to buy a car in the next 12 months.
- Evening Times readers spent an average of £7,459 on their most recent car – higher Scottish Sun readers in Scotland.

Drive Times

- Targeted to your dealership – meaning that there is no wastage.
- Drive Times is particularly popular with men, who are twice as likely to be the sole decider on model purchased, and readers under 45 who are more likely to renew their car frequently.
- The Evening Times classified motors advertising continues to grow year on year.

To advertise contact us on 0141 302 6040 or at motors@glasgow.newsquest.co.uk