

59,208
SALES

215,000
READERS

545,525
ONLINE



The Herald

A broader view

GOING OUT

HERALD READERS LOVE GOING OUT, AND TRUST THE ENTERTAINMENT PLATFORM EVERY THURSDAY TO DELIVER THE BEST GUIDE OF WHAT'S ON EACH WEEK.

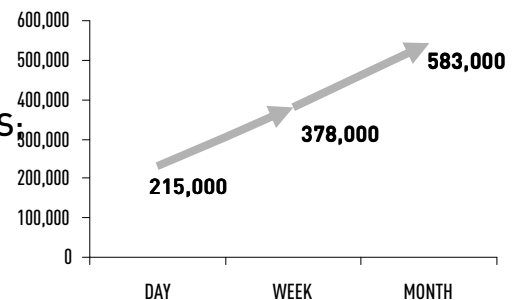
PACKED WITH RESTAURANT REVIEWS, GIG GUIDES AND EXPERT COMMENT ON CONTEMPORARY ARTS AND CULTURE, THE HERALD'S "GOING OUT" PLATFORM IS A MUST HAVE FOR READERS AND ADVERTISERS ALIKE.



- 75% OF HERALD READERS EAT OUT IN RESTAURANTS.
- OVER A THIRD EAT OUT ONCE A MONTH OR MORE.
- 53% ENJOY SPLASHING OUT ON A RESTAURANT MEAL.
- 183,000 (OVER 80%) OF HERALD READERS READ THE FOOD/DRINK SECTION IN THE NEWSPAPER.
- 94,000 GO TO ROCK/POP CONCERTS – 68% AGREE THAT MUSIC IS "AN IMPORTANT PART OF MY LIFE".

The Herald

CUMULATIVE READERSHIP GROWTH:



- 72% OF HERALD READERS READ ABOUT ARTS/BOOKS/MUSIC/THEATRE IN THE NEWSPAPER.
- 71% OF HERALD READERS REGULARLY GO TO THE THEATRE – 56% REGULARLY GO TO PLAYS.
- 3/4 OF HERALD READERS ARE REGULAR CINEMA-GOERS. 10,000 READERS GO 2-3 TIMES PER MONTH.
- 52,000 GO CLUBBING AT LEAST ONCE A MONTH.
- 77% ARE INTERESTED IN READING THE WEEKLY ENTS GUIDE.

FOR MORE INFORMATION CALL THE ENTS TEAM ON 0141 302 6060 OR EMAIL ENTERTAINMENT@HERALDANDTIMES.CO.UK

Source : ABC Jan – Jun 09, NRS Jul 08 – Jun 09, Omniture Oct 09, TGI Apr 08 – March 09

