

The Herald

Commercial Property

www.theherald.co.uk

www.heraldandtimesadvertising.co.uk

Readership 270,000* **Circulation 67,525****

Sex Male – 52% : Female – 48%

Social Class ABC1 – 83% : C2DE - 17%

Age Under 45 – 37% : Over 45 - 63%



SCOTLAND'S NO 1 QUALITY DAILY NEWSPAPER– The Herald has a readership of 270,000 – 41,000 **MORE** than The Scotsman.

MORE SUCCESSFUL THAN THE SCOTSMAN & SCOTLAND ON SUNDAY IN STRATHCLYDE - The combined Herald and Sunday Herald readership across Strathclyde is 269,000 – 197,000 more than The Scotsman and Scotland on Sunday.

REACHING OVER 500,000 ADULTS ONLINE EVERY DAY

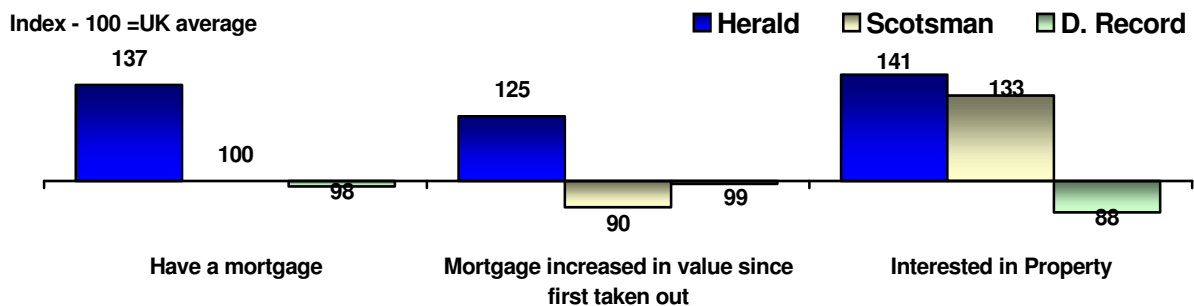
MORE READERS THAN THE NATIONAL QUALITIES - The readership of the Guardian, Times, Telegraph, Independent and Financial Times combined in Scotland is 197,000 readers – The Herald **alone** offers 68,000 **more** with a Scottish readership of 265,000.

NO 1 FOR ABC1 READERS IN SCOTLAND – 224,000 Herald readers are ABC1 – more than any other daily quality newspaper readership in Scotland.

AFFLUENT – Our readers have an average household income of £36,140 – the Scottish average is £25,282.

UNIQUE – 165,000 Herald readers read no other daily newspaper.

Property Market



- Commercial Property section in The Herald every Thursday (pages 22 or 23).
- The Herald's Commercial Property section is the number one source for commercial property in the West of Scotland.
- Topics include premises for sale, premises to let, premises wanted, business for sale, business wanted, offices, shops and retail, ground and sites, leases and investments.

FOR MORE INFORMATION PLEASE CONTACT OUR COMMERCIAL PROPERTY SALES EXECUTIVE ON 0141 302 6171

To advertise contact us at property@glasgow.newsquest.co.uk