

**INSERTS**

**63,803**  
SALES

**179,000**  
READERS

**274,410**  
ONLINE



# EveningTimes

**Nobody knows Glasgow better**

## INSERTS

**WE OFFER A FULL DESIGN AND PRINT FACILITY WITH OUR DEDICATED DESIGN TEAM ENSURING YOU RECEIVE THE HIGHEST STANDARDS OF SERVICE AND ADVICE..**

### BENEFITS OF INSERTS:

**COST EFFECTIVE** – Display more of your product – booklets and brochures provide vast advertising space at a fraction of the cost

**IMMEDIATE IMPACT** – Make use of colour, graphics and photographs – inserts get your message across effectively.

**YOUR COMPETITION** – Get ahead of your competition – there will never be a similar type of business as yours on the same day.

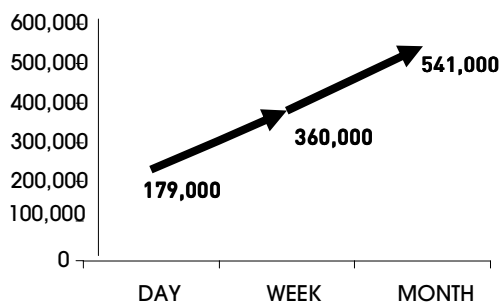
**ACCEPTED** – Inserts are welcomed into your home in a “paid for” newspaper – direct mail is not;

**HIGH READERSHIP** – Inserts are looked at more – customers want to keep them.



**EveningTimes**

### CUMULATIVE READERSHIP GROWTH:



**FOR MORE INFORMATION PLEASE CONTACT CAROL-ANNE  
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Source : ABC Jan – Jun 09, NRS Jul 08 – Jun 09, TGI Apr 08 – Mar 09; Omniture Oct 09

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