MOTORING

**40,400** SALES

**169,000** READERS

**545,525** ONLINE

# sunday herald

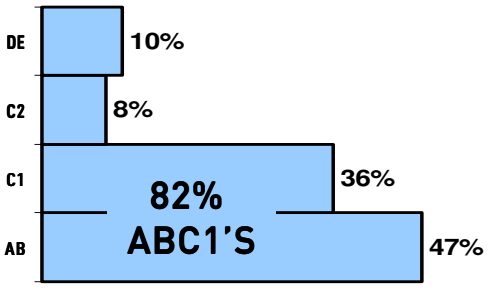
sunday herald

# MOTORING

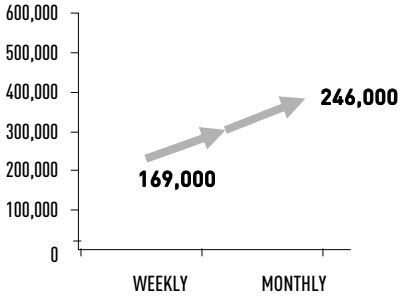
sunday herald 14.06.09
MOTORING
Enjoying life in the fast lane
BACK-PAGE DRIVER
ALASDAIR REID
This was supercar quickness delivered with an elemental, raw twist – fabulously enjoyable

- **42% OF SUNDAY HERALD READERS READ THE MOTORING SECTION IN THE NEWSPAPER.** Compared to 35% of Scottish population.
- **SUNDAY HERALD READERS SPENT AN AVERAGE OF £8,163 ON THEIR LAST CAR.** £358 more than Daily Record readers & £1,001 more than Scottish Sun readers.
- **52% OF SUNDAY HERALD READERS ARE THE MAIN DRIVER IN THEIR HOUSEHOLD.** Compared to 48% of Scottish population.
- **86,000 (40%) OF SUNDAY HERALD READERS OWN 2+ CARS.** Compared to 29% of Scottish population.
- **A TOTAL OF £2 BILLION WILL BE SPENT BY SUNDAY HERALD READERS ON CARS.**

## SOCIAL CLASS PROFILE:




## CUMULATIVE READERSHIP GROWTH:




**FOR MORE INFORMATION CALL THE MOTORS TEAM ON 0141 302 6040 OR EMAIL MOTORS@HERALDANDTIMES.CO.UK**

Source : ABC Jan – Jun 09, NRS Jul 08 – Jun 09, Omniture Oct 09, TGI Apr 07 – March 09