

Evening Times: Travelling Abroad

www.eveningtimes.co.uk

www.heraldandtimesadvertising.co.uk

Readership 173,000* **Circulation 81,079****

Sex Male - 51% : Female - 49%

Social Class ABC1 - 35% : C2DE - 65%

Age Under 45 - 40% : Over 45 - 60%

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 – Over a third 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.

REACHING OVER 200,000 ADULTS ONLINE EVERY MONTH



Travelling Abroad;

- **HOLIDAYS ABROAD** – Evening Times readers have taken an average of 1 holiday abroad in the last year; 65% of readers like the idea of travelling abroad and they are 3% more likely to like to travel abroad than the average Scot.
- **BEACH HOLIDAY** – 29,000 Evening Times readers have gone on a beach holiday on at least one of their last 2 holidays.
- **NIGHTS AWAY** – Evening Times readers spent an average of 16 nights away on their last holiday.
- **A HOME ABROAD**– 15,000 Evening Times readers have a holiday home abroad.

Evening Times readers love to travel;

- **HOLIDAYS TAKEN** – 53% of ET readers have been on holiday in the last 12 months.
- **A DIFFERENT HOLIDAY** – 36% of ET readers try to go somewhere different on all their holidays.
- **HOLIDAY APPEAL** - 53,000 of ET readers agree with the statement "I prefer holidays off the beaten track" and they are 7% more likely to agree with this statement than the average Scottish adult.

To advertise contact us on 0141 302 6000 or at travel@glasgow.newsquest.co.uk