

## Business Advertising

[www.eveningtimes.co.uk](http://www.eveningtimes.co.uk)

[www.heraldandtimesadvertising.co.uk](http://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 the Scotland's most populated city and delivering more readers than any of the weekly titles in the area.

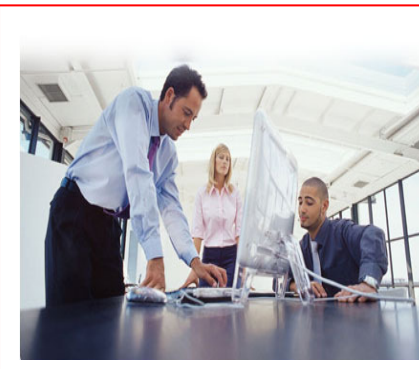
**LATEST AND LOCAL** - The Evening Times provides the local community with the latest news - updated in three editions every day.

**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.

**BIG SPENDERS** – Evening Times readers spend an average of £56 a week on their food shopping. 1 in 5 of our readers spend an £75 a week or more.

### An attractive business audience



- **ATTENTIVE** – 52,000 readers like to read about business/company news in their newspaper – 27% read the financial pages of their newspaper.
- **PROFESSIONALS** – 22,000 managers and professionals read the Evening Times.
- **SELF-EMPLOYED** – 19,000 Evening Times readers are self-employed – they are 44% more likely to be self employed than the Scottish average.
- **BUSINESS START-UP** – Over a quarter of Evening Times readers would like to set up their own business – they are keener to do so than the average adult in Scotland.

### What we can offer

- Daily editorial platform covering the major financial issues of the day.
- Share price listings.
- Issues relevant to the financial community of Glasgow.
- Business Online – daily web site listing page offering year round exposure.

**REACHING OVER 200,000 ADULTS ONLINE EVERY MONTH**

**To advertise contact us on 0141 302 6000 or at [business@glasgow.newsquest.co.uk](mailto:business@glasgow.newsquest.co.uk)**