

# EveningTimes

## Nobody Knows Glasgow Better

[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 readers spend an £75 a week or more.

**A PERFECT FIT** – The Evening Times perfectly represents the demographic make-up of its heartland, the Glasgow Metropolitan area.

### LOW READER DUPLICATION

- 43% of Evening Times readers don't read the Daily Record.
- 59% of Evening Times readers don't read the Scottish Sun.
- 91% of Evening Times readers don't read The Metro.
- 87% of Evening Times readers don't read The Herald.

**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.

**EVENING TIMES ONLINE** - Glasgow's most popular website serving in excess of 200,000 users a month. Dedicated editorial staff ensures all News, Sport, Business, Travel, Movies, Music and local listings are continually kept up to date.

**To advertise contact us on 0141 302 6147 or at [advertising@glasgow.newsquest.co.uk](mailto:advertising@glasgow.newsquest.co.uk)**