



## Property 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.

**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 £75 a week or more.

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

### An attractive property audience



- The title attracts 56,000 people who have their first property with a mortgage and 5,000 people planning to move in the next 6 months.
- The property supplement is the second most popular supplement after Times Out – very high appeal for a classified supplement.
- Its readers are more likely to be young (the most mobile demographic) and female, the key decision makers when it comes to moving home. They are also more likely to have growing families.

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

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