



Recruitment Advertising

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

AN ATTRACTIVE RECRUITMENT AUDIENCE

The following information illustrates that Evening Times readers are interested in the employment market:

- Almost a third (28%) of Evening Times readers believe that newspaper supplements are really worth having, 42,000 read about media/advertising/marketing in their newspaper.
- A massive 87% of Evening Times readers agree that it is "important to continue learning throughout life".
- 66% Evening Times readers believe in seizing opportunities in life when they arise.
- 49,000 Evening Times readers want to get to the very top of their career and 1 in 4 agree that "my work is a career, not just a job".
- 22,000 Evening Times readers are managers/professionals.

- Independent research shows that **50%** of Evening Times readers would relocate outside Glasgow, with almost a quarter claiming they will change job in the next 12 months.
- Half of the respondents agreed that "the Evening Times is the best newspaper for jobs in Glasgow".
- **38%** of respondents would relocate outside Strathclyde.
- **61%** of s1jobsglasgow readers are planning to take training courses in order to further their career.

To advertise contact us on 0141 302 6110 or at recruitment@glasgow.newsquest.co.uk