

UK Travel

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 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.

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.



An attractive UK travel audience;

HOLIDAY IN UK – Evening Times readers have taken an average of 2 holidays in the UK last year.

HOLIDAY IN SCOTLAND – 35,000 Evening Times readers have visited Scotland on one of their last 2 holidays.

HOTEL – A third of Evening Times readers stayed in a hotel/guest house on at least one of their last 2 holidays and 59,000 visited a hotel in the UK in the last 12 months.

USED A CAR – 32,000 Evening Times readers used their own car for their holiday in Britain.

WEEKEND BREAKS – 34,000 Evening Times readers have been on a 1-3 night break on one of their last 2 holidays.

Evening Times readers love to travel;

ATTENTIVE AUDIENCE – 61% of Evening Times readers read the travel section in the newspaper.

COST – Evening Times readers spend an average of £1,260 on their holidays - £123 more than Daily Record readers.

ADVERTISING INFLUENCE – 1 in 4 Evening Times readers agree that newspapers influence their choice of holiday and they are 103% more likely to agree with this than the average Scot.

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