

The Herald

Dining Out

www.theherald.co.uk

www.heraldandtimesadvertising.co.uk

Readership 245,000* Circulation 63,949**

Sex Male – 53% : Female – 47%

Social Class ABC1 – 77% : C2DE - 23%

Age Under 45 – 33% : Over 45 - 67%

SCOTLAND'S NO 1 QUALITY DAILY NEWSPAPER– The Herald has a readership of 245,000 – 50,000 MORE than The Scotsman.

MORE SUCCESSFUL THAN THE SCOTSMAN & SCOTLAND ON SUNDAY - The combined Herald and Sunday Herald readership is 369,000 – 17,000 more than The Scotsman and Scotland on Sunday.

MORE READERS THAN THE NATIONAL QUALITIES - The readership of the Guardian, Times, Telegraph, Independent and Financial Times combined in Scotland is 181,000 readers – The Herald alone offers 59,000 more with a Scottish readership of 240,000.

AFFLUENT – Our readers have an average household income of £36,140 – the Scottish average is £25,282.

UNIQUE - 134,000 Herald readers read no other daily newspaper.

An attractive audience;



- **RESTAURANT LOVERS** – 94% of Herald readers go to restaurants for meals out, and they are 18% more likely than the average Scot to eat out at restaurants.
- **WINING/DINING** – ¾ of Herald readers like going for a drink/food in bars/pubs – that is 230,000 readers altogether.
- **QUALITY MEALS** – 50% of Herald readers often eat in good restaurants, and they are 72% more likely to than the average Scot, and 33% more likely to than Scotsman readers.

- **EXPENSIVE TASTES** – 65% of Herald readers enjoy splashing out on a restaurant meal.
- **QUALITY PRODUCTS** – 6 out of 10 Herald readers like to try out different meals, 83% like foreign food and 67% are prepared to pay more for good quality wine.

Advertising potential;

- **ATTENTIVE AUDIENCE** - 243,000 (80%) of Herald readers read the food/drink section in the newspaper, and they are 48% more likely to read the food/drink section than the average Scot.
- **NO 1 FOR TAILORED SUPPLEMENTS** - The Herald has produced more successful tailored features and supplements for advertisers than any other Scottish newspaper.

REACHING OVER 500,000 ADULTS ONLINE EVERY MONTH

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