

# The Herald

## Retail Advertising

[www.theherald.co.uk](http://www.theherald.co.uk)

[www.heraldandtimesadvertising.co.uk](http://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.

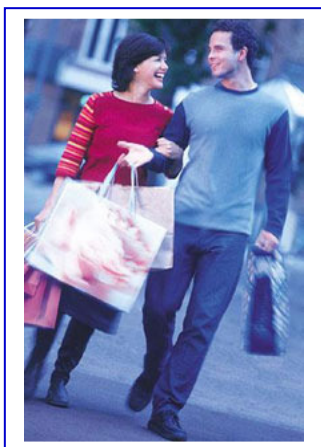
**MORE SUCCESSFUL THAN THE SCOTSMAN & SCOTLAND ON SUNDAY** - The combined Herald and Sunday Herald readership is 369,000 – 17,000 more than The Scotsman and Scotland on Sunday.

**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 retail audience



- **ATTENTIVE AUDIENCE** – 132,000 Herald readers like reading about clothes/fashion in their newspaper.
- **MAIN SHOPPER** - 78% of Herald readers are the main shopper in their household.
- **BIG SPENDERS** - Herald readers spend an average of £61 a week on shopping – the average Scot spends £58 a week.
- **HOME IMPROVEMENTS** – 32,000 Herald readers plan to spend £500 or more on home improvements in the next six months and they are more likely to want to than the average Scottish adult.

- **PREPARED TO PAY** - 84% of Herald readers believe it is worth paying extra for quality goods.
- **FURNITURE** – Herald readers have spent an average of £1,386 on furniture in the last 12 months – Scotsman readers spent £917.
- **IDEAS** – Over a third of Herald readers are always looking for ideas on how to improve their home.

**REACHING OVER 500,000 ADULTS ONLINE EVERY MONTH**

**To advertise contact us on 0141 302 6090 or at [retail@glasgow.newsquest.co.uk](mailto:retail@glasgow.newsquest.co.uk)**