

# The Herald

## Herald Travel: UK Holidays

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**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.

**NO 1 FOR ABC1 READERS IN SCOTLAND** – 187,000 Herald readers are ABC1 – more than the Scotsman and the combined readership of the national qualities in Scotland.

**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 UK TRAVEL AUDIENCE;



- **HOLIDAY IN UK** – Herald readers have taken an average of 2 holidays in the UK over the last year.
- **HOLIDAY IN SCOTLAND** – 39% of Herald readers have visited Scotland on at least one of their last 2 holidays, and they are 70% more likely to have visited Scotland than the average Scot.
- **HOTEL** – 121,000 Herald readers stayed in a hotel/guest house on at least one of their last 2 holidays, and 56% visited a hotel in the UK.

- **USED A CAR** – 1 in 4 of Herald readers used their car to holiday in Britain.
- **1-3 NIGHTS BREAK** - 63,000 Herald readers have taken a 1-3 day break on at least one of their last 2 holidays.
- **HERALD READERS LOVE TO TRAVEL;**
- **ATTENTIVE AUDIENCE** – 77% of Herald readers read the travel section in the newspaper, and they are over a third more likely to read the travel section than the average Scot.
- **COST** - Herald readers spend an average of £1,400 on their holiday, the Scottish average is £1,210.
- **ADVERTISING INFLUENCE** – 95,000 Herald readers agree that Newspapers influence their choice of holiday – that is over a third of all readers.

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

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