

sundayherald

Entertainment Advertising

www.sundayherald.com

www.heraldandtimesadvertising.co.uk

Readership 220,000* **Circulation 45,450****

Sex Male - 54% : Female - 46%

Social Class ABC1 - 80% : C2DE - 20%

Age Under 45 - 48% : Over 45 - 52%

SCOTLAND'S FIRST QUALITY SUNDAY COMPACT & MORE – As Scotland's media pioneer, the Sunday Herald is yet again the first publisher to reinvent its product in response to changing consumer trends. It was the first Scottish Sunday newspaper to go compact in 2005 and in 2007 the paper reinvented its style by combining 2 popular sections into an easy to read and highly stylish new magazine.

NO 1 QUALITY SUNDAY NEWSPAPER IN STRATHCLYDE – The Sunday Herald has a readership of 152,000 in Strathclyde – 107,000 more than Scotland on Sunday and 109,000 more than the Sunday Times.

INSPIRING EDITORIAL - 7 out of 10 of our readers have been inspired to do something that they read about in the Sunday Herald (i.e. bought goods, seen a film, applied for a job, visited a restaurant, gone on a holiday).

AFFLUENT READERS – Our readers have an average household income of £39,221 – the Scottish average is £25,282.

INFLUENCE ON READERS – A third of readers admit that they would be influenced to shop for a product advertised in the Sunday Herald on that Sunday afternoon.

Entertain Our Readers

- **CINEMA** - 62% of Sunday Herald readers have been to see a film at the cinema as a result of reading the newspaper.
- **INFLUENCED** - 5 out of 10 readers have visited a restaurant the Sunday Herald has recommended.
- **PUBS** - 92% of our readers visit pubs and bars.
- **DAY TRIPPERS** - 62% of Sunday Herald readers have been on a day out to a museum, theme park, or zoo in the last 12 months.
- **MORE CONCERTS** - Sunday Herald readers are 74% more likely to go to rock/pop concerts on a regular basis than the average Scot.

To advertise contact us on 0141 302 6090 or at entertainment@glasgow.newsquest.co.uk