

# sundayherald

## Property Advertising

[www.sundayherald.com](http://www.sundayherald.com)

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

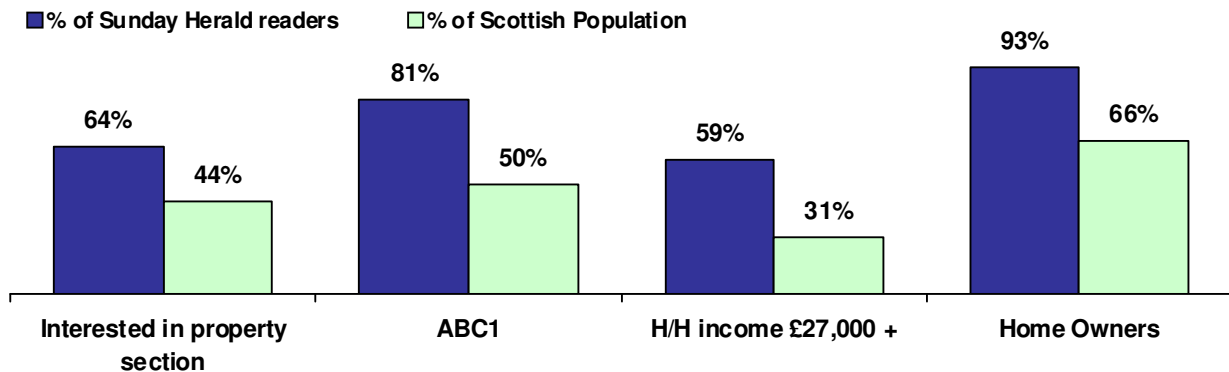
**NO 1 QUALITY SUNDAY NEWSPAPER IN STRATHCLYDE** – The Sunday Herald has a readership of 152,000 in Strathclyde – 107,000 more than Scotland on Sunday and 109,000 more than the Sunday Times.

**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.

**HANGS AROUND THE HOME** - 8 out of 10 readers hang onto the newspaper for the rest of the week – more chance of an ad being seen and an opportunity to pick up secondary readership.

### An attractive property audience



- With the youngest profile of any quality/ mid Scottish newspaper, the Sunday Herald is the perfect medium for attracting first time buyers.
- 25,000 Sunday Herald readers have moved over the last 2 years, and a further 5,000 are planning to move in the next 6 months.
- Seven in 10 female readers are interested in property - the key decision-makers when it comes to moving home.
- The magazine is the most popular section after the main news, and is retained for the rest of the week by 81% of readers.

**To advertise contact us on 0141 302 6000 or at [property@glasgow.newsquest.co.uk](mailto:property@glasgow.newsquest.co.uk)**