

Sunday Herald UK Travel

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%

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).

SUNDAY HERALD ONLINE – The award winning website attracts over 237,000 monthly users.

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.

An attractive UK travel audience;

- **HOLIDAY IN UK** – Sunday Herald readers have taken an average of 2 holidays in the UK over the last year.
- **HOLIDAY IN SCOTLAND** – A third of readers have holidayed in Scotland on at least one of their last 2 holidays.
- **INFLUENTIAL** – 24,000 Sunday Herald readers have taken a weekend break in Scotland as a result of reading the Sunday Herald.
- **HOTELS** – 54% of our readers have stayed in a hotel in the UK in the last 12 months, and they were 60% more likely to have stayed in a hotel in Britain than the average UK adult.
- **USED A CAR** – 35% of Sunday Herald readers used their car to holiday in Britain.

Sunday Herald readers love to travel;

- **ATTENTIVE AUDIENCE** – 77% of Sunday Herald readers read the travel section in the newspaper, and over a fifth of Sunday Herald readers agree that newspapers influence their choice of holiday.
- **BIG SPENDERS** - Sunday Herald readers spend an average of £896 on their last holiday – more than the Scottish average.

To advertise contact us on 0141 302 6060 or at travel@glasgow.newsquest.co.uk