

MOTORING

63,803 SALES

179,000 READERS

274,410 ONLINE



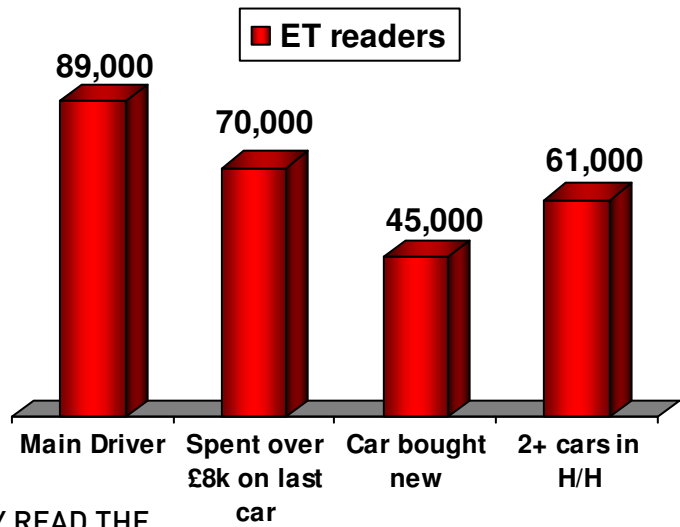
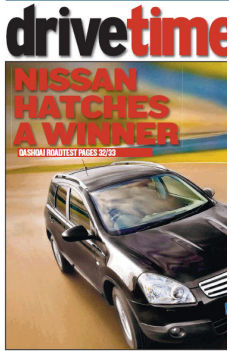
# EveningTimes

## Nobody knows Glasgow better

# DRIVE TIMES

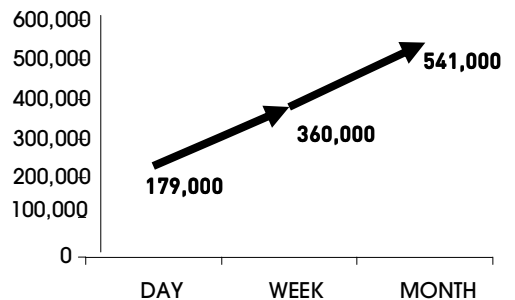
PUBLISHED EVERY FRIDAY

TARGETED TO YOUR DEALERSHIP, THE DRIVE TIMES SUPPLEMENT PROVIDES A LARGE MOTORS READERSHIP WITH NO WASTAGE.



- 91,000 EVENING TIMES READERS ACTIVELY READ THE MOTORING SECTION OF THE NEWSPAPER.
- 47% OF EVENING TIMES READERS ARE RESPONSIBLE FOR THEIR CAR THEMSELVES.
- 55% OF EVENING TIMES READERS AGREE THAT THEIR CAR IS ESSENTIAL TO THEM TO MAKE THE MOST OF THEIR LEISURE TIME.
- 66% EVENING TIMES READERS AGREE THAT THEY ENJOY DRIVING.
- EVENING TIMES READERS SPENT AN AVERAGE OF £8,872 ON THEIR MOST RECENT CAR – THIS IS £1,143 MORE THAN DAILY RECORD READERS, £1,736 MORE THAN SCOTTISH SUN READERS & £616 MORE THAN THE SCOTTISH POPULATION.

### EveningTimes CUMULATIVE READERSHIP GROWTH:



FOR MORE INFORMATION CALL THE MOTORS TEAM ON 0141 302 6040 OR EMAIL [MOTORS@HERALDANDTIMES.CO.UK](mailto:MOTORS@HERALDANDTIMES.CO.UK)

Source : ABC Jan – Jun 09, NRS Jul 08 – Jun 09, TGI Apr 08 – Mar 09; Omniture Oct 09

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