

PROPERTY



The Herald

A broader view



PROPERTY

PUBLISHED EVERY WEDNESDAY

SCOTLAND'S HOMES REMAINS ONE OF THE ONLY MUST HAVE PROPERTY SUPPLEMENTS IN SCOTLAND.

THIS WEEKLY MAGAZINE TARGETS NOT ONLY ACTIVE PROPERTY HUNTERS BUT IS ALSO READ BY CURIOUS AND POTENTIAL HOUSEBUYERS ACROSS SCOTLAND. IT OFFERS ADVERTISERS AN UNRIVALLED CALIBRE OF AUDIENCE.



88% OF HERALD READERS ARE HOMEOWNERS



101,000 OWN THEIR HOME OUTRIGHT



16,000 ARE ACTIVELY PLANNING ON MOVING IN THE NEXT SIX MONTHS



55,000 ARE PLANNING ON SPENDING IN EXCESS OF £500 ON HOME IMPROVEMENTS



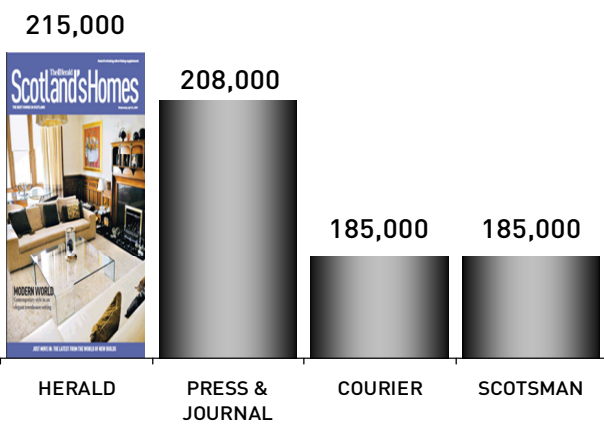
63% SPECIFICALLY READ THE PROPERTY SECTION OF THEIR NEWSPAPER

THE HERALD IS SCOTLAND'S *BEST READ* INDIGENOUS QUALITY TITLE

THE HERALD DELIVERS MORE:

AB ADULTS, ABC1 ADULTS, CHIEF INCOME EARNERS, MAIN SHOPPERS AND HOME OWNERS THAN ANY OTHER QUALITY NEWSPAPER IN SCOTLAND

90% DO NOT READ ANY OTHER SCOTTISH QUALITY NEWSPAPER AND THE HERALD REACHES 140,000 MORE READERS IN SCOTLAND'S WEST CENTRAL BELT THAN THE SCOTSMAN



FOR MORE INFORMATION PLEASE CONTACT THE PROPERTY TEAM ON : 0141 302 6071 OR EMAIL PROPERTY@HERALDANDTIMES.CO.UK

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

