

PROPERTY

63,803 SALES

179,000 READERS

274,410 ONLINE



# EveningTimes

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## CITY LIVING

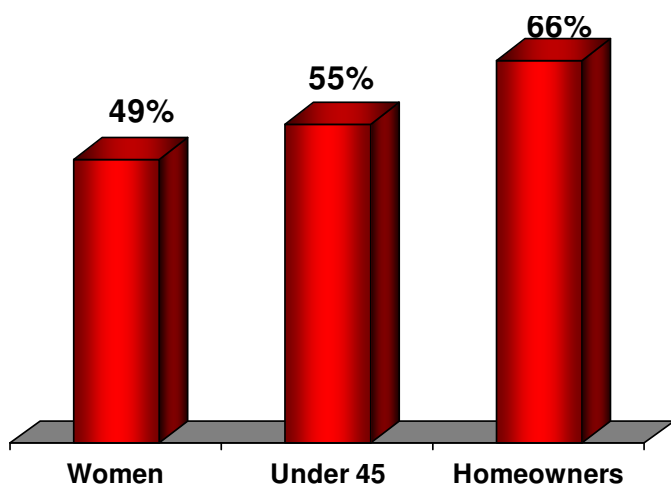
PUBLISHED EVERY TUESDAY



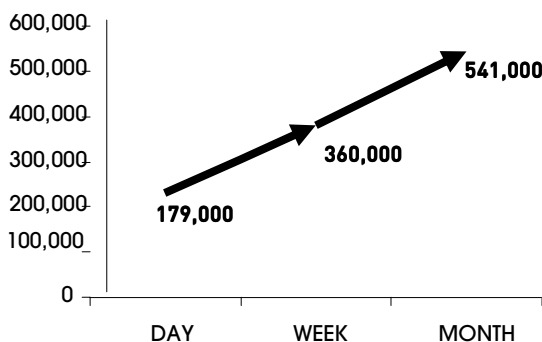
CITY LIVING IS A QUALITY SUPPLEMENT PROVIDING ALL THE LATEST SCOTTISH PROPERTY NEWS, FEATURES, PROPERTY OF THE WEEK AND AN EXTENSIVE RANGE OF WEST OF SCOTLAND AND GLASGOW PROPERTY. IT HAS A HIGH APPEAL FOR A CLASSIFIED SUPPLEMENT.

- THE TITLE ATTRACTS 24,000 PEOPLE WHO HAVE THEIR FIRST PROPERTY WITH A MORTGAGE AND 13,000 PEOPLE PLANNING TO MOVE IN THE NEXT 6 MONTHS.
- 53% OF EVENING TIMES READERS READ THE PROPERTY SECTION OF THEIR NEWSPAPER AND THEY ARE 22% MORE LIKELY TO READ THE PROPERTY SECTION THAN THE AVERAGE SCOTTISH ADULT.

PROPERTY READERS ARE MORE LIKELY TO BE YOUNG (THE MOST MOBILE DEMOGRAPHIC) AND FEMALE, THE KEY DECISION MAKERS WHEN IT COMES TO MOVING HOME:



CUMULATIVE READERSHIP GROWTH:



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