

RETAIL

59,208
SALES

215,000
READERS

545,525
ONLINE

The Herald



A broader view



RETAIL

HERALD READERS HAVE APPROXIMATELY 32% HIGHER HOUSEHOLD INCOMES THAN THE REST OF SCOTLAND

WHETHER IT'S HOME IMPROVEMENTS OR FASHION, HERALD READERS LOVE TO SHOP...

- **ATTENTIVE AUDIENCE** – 136,000 Herald readers like reading about clothes/fashion in their newspaper.
- **MAIN SHOPPER** - 76% of Herald readers are the main shopper in their household.
- **BIG SPENDERS** - Herald readers spend an average of £70 a week on grocery shopping – the average Scot spends £65 a week.
- **HOME IMPROVEMENTS** – 55,000 Herald readers plan to spend £500 or more on home improvements in the next six months.
- **PREPARED TO PAY** - 87% of Herald readers believe it is worth paying extra for quality goods.
- **FURNITURE** – Herald readers have spent an average of £1,091 on furniture in the last 12 months.
- **IDEAS** – 66,000 Herald readers are always looking for ideas on how to improve their home.



FOR MORE INFORMATION CALL THE ADVERTISING TEAM ON 0141 302 6000 OR EMAIL ADVERTISING@HERALDANDTIMES.CO.UK

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

