

RETAIL

40,400
SALES

169,000
READERS

545,525
ONLINE

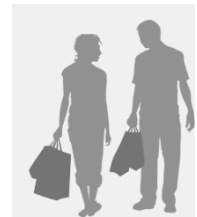
sundayherald



RETAIL

IN THE LAST YEAR, SUNDAY HERALD READERS HAVE SPENT A TOTAL OF:-

- £21M ON WOMEN'S WEAR
- £20M ON MENSWEAR
- £42M ON OUTERWEAR
- £33M ON FOOTWEAR
- £10M ON CHILDREN'S WEAR



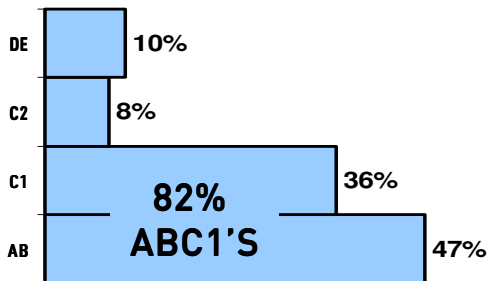
SUNDAY HERALD READERS AN AVERAGE HOUSEHOLD INCOME OF £33,273 – THE SCOTTISH AVERAGE IS £25,471.

30,000 SUNDAY HERALD READERS "REALLY ENJOY SHOPPING", 58,000 "REALLY ENJOY CLOTHES SHOPPING" AND 40,000 ADMIT THAT THEY SPEND A LOT ON CLOTHES.

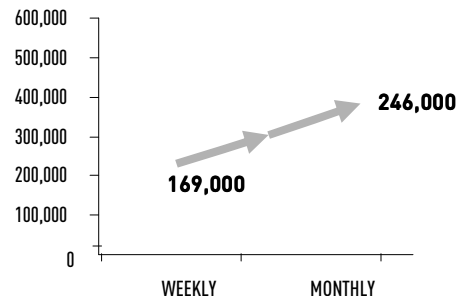
47% OF SUNDAY HERALD READERS BELIEVE IT IS IMPORTANT TO LOOK WELL DRESSED, 36% AGREE THAT THEY HAVE A VERY GOOD SENSE OF STYLE AND 52,000 LIKE TO KEEP UP WITH THE LATEST FASHION.

83% OF SUNDAY HERALD READERS HAVE SHOPPED/LOOKED IN A DEPARTMENT STORE IN THE LAST 3 MONTHS, AND THEY ARE 17% MORE LIKELY TO HAVE DONE SO THAN THE AVERAGE SCOT.

SOCIAL CLASS PROFILE:



CUMULATIVE READERSHIP GROWTH:



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