

40,400
SALES

169,000
READERS

545,525
ONLINE

sundayherald



SERVICES

CHOOSING OUR CLASSIFIED PLATFORMS:

DIRECTED – CLASSIFIED ADVERTISING IS ACTIVELY SOUGHT OUT BY READERS IN THE MARKET AND READY TO PURCHASE

USER-FRIENDLY – IT IS CLEARLY SIGNPOSTED, LISTED IN A LOGICAL ORDER AND SIMPLIFIES ACCESS TO YOUR INFORMATION

ECONOMICAL – DIRECTS YOUR MESSAGE TO THOSE MOST LIKELY TO BUY

- 70% OF SUNDAY HERALD READERS USE AN OUTSIDE COMPANY FOR ANY REPAIR JOBS IN THEIR HOMES (SUCH AS PLUMBING, ELECTRICAL, BUILDING ETC).
- 86,000 SUNDAY HERALD READERS AGREE THAT WITH THE EVER INCREASING CHOICE IN PRODUCTS, SERVICES ARE A GOOD THING.
- SUNDAY HERALD READERS ARE 29% MORE LIKELY TO FEEL REASSURED USING PRODUCTS RECOMMENDED BY AN EXPERT THAN THE AVERAGE SCOTTISH ADULT.
- 36,000 SUNDAY HERALD READERS WOULD RATHER GO FOR PREMIUM RATHER THAN STANDARD GOODS/SERVICES.
- 46% OF SUNDAY HERALD READERS ADMIT THAT THEY ONLY DO DIY AROUND THEIR HOMES IF THEY “ABSOLUTELY HAVE TO” – INDICATING THAT THEY ARE MORE LIKELY TO CALL AN EXPERT IN TO DO THE JOB ON THE MAJORITY OF OCCASIONS.
- 55,000 SUNDAY HERALD READERS ARE ALWAYS LOOKING FOR IDEAS TO IMPROVE THEIR HOMES AND 61% READ ABOUT HOMES/GARDENS IN THEIR NEWSPAPER.

**FOR MORE INFORMATION CALL SERVICES TEAM ON 0141 302 6001
OR EMAIL ADVERTISING@HERALDANDTIMES.CO.UK**