

59,208
SALES

215,000
READERS

545,525
ONLINE

The Herald

A broader view



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

- 144,000 HERALD READERS USE AN OUTSIDE COMPANY FOR ANY REPAIR JOBS IN THEIR HOMES (SUCH AS PLUMBING, ELECTRICAL, BUILDING ETC).
- 73% OF HERALD READER'S STATE THAT THEY DO NOT DO DIY THEREFORE WOULD USE SERVICE COMPANIES INSTEAD.
- 41% OF HERALD READERS AGREE THAT THE EVER INCREASING CHOICE IN PRODUCTS AND SERVICES IS A GOOD THING.
- HERALD READERS ARE 36% MORE LIKELY TO FEEL REASSURED USING PRODUCTS RECOMMENDED BY AN EXPERT THAN THE AVERAGE SCOTTISH ADULT.
- 36,000 HERALD READERS PREFER TO CHOOSE PREMIUM RATHER THAN STANDARD GOODS/SERVICES.

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

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

