

SERVICES

63,803
SALES

179,000
READERS

274,410
ONLINE



EveningTimes

Nobody knows Glasgow better

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

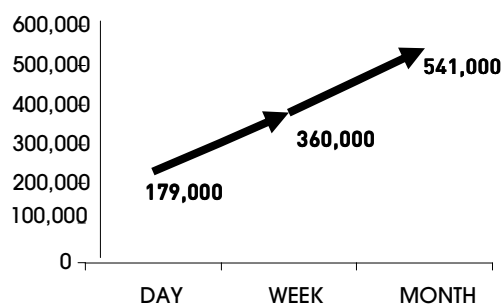
ECONOMICAL - DIRECTS YOUR MESSAGE TO THOSE MOST LIKELY TO BUY

- 73% OF EVENING TIMES READERS USE AN OUTSIDE COMPANY FOR ANY REPAIR JOBS IN THEIR HOMES (SUCH AS PLUMBING, ELECTRICAL, BUILDING ETC).
- 125,000 EVENING TIMES READER'S STATE THAT THEY DO NOT DO DIY THEREFORE WOULD USE SERVICE COMPANIES INSTEAD.
- 53% OF EVENING TIMES READERS AGREE THAT THE EVER INCREASING CHOICE IN PRODUCTS AND SERVICES IS A GOOD THING.
- EVENING TIMES READERS ARE 37% MORE LIKELY TO CHOOSE PREMIUM RATHER THAN STANDARD GOODS/SERVICES.



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CUMULATIVE READERSHIP GROWTH:



FOR MORE INFORMATION PLEASE CONTACT THE SERVICES TEAM ON : 0141 302 6001 OR EMAIL ADVERTISING@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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