Delivering MORE POTENTIAL CUSTOMERS than any other local newspaper

The Evening Times reader lives locally, shops locally and trusts their local newspaper more than national titles.

Hardworking, traditional families, bargain lovers.

20% work in the city centre

Top 3 occupations are: Professionals, Administrative & Technical
63% are coping/comfortable on present incomes
60% home ownership
More than ¼ of households have children
4x as likely to have grandchildren living at home

INTERESTS:
2x as likely to look in local paper for bargains
1 in 3 regularly shop in local independent stores
36% eat out more than once a month
Family comes first – 77% enjoy spending time with family
The Evening Times brand is accessed by 1 million via print, digital and mobile every month.

97% of print audience do not read the digital edition.

Adding digital will more than quadruple coverage of print.
Adding The Herald to print schedule will increase cover to 232,000 (+68%).

58% have made a purchase as a direct result of a newspaper advert.