

A Tale of Two Clubs in One City

❌ Hearts have now sold more than 8,000 season tickets with demand said to be huge, even though demotion to the Championship was likely from day one of last season. Owner Ann Budge says 'season ticket sales have been exceptional' and has pleaded for anyone not renewing their season ticket to let the club know as soon as possible so they can sell their ticket to another fan, such is the demand to watch Edinburgh's finest.

Despite relegation, Hearts have reduced their season ticket prices across the board.

Meanwhile, across the city, Hibernian Chief Executive Leanne Dempster has told the club's website that season ticket sales are a cause of some concern. Hibs have sold 5,400 season tickets so far – with the majority of those being purchased before they were relegated. Not only have sales dried up but around 5% of those fans who have already purchased their ST have contacted the club asking about a refund.

Despite relegation, Hibs have decided to leave the cost of ❌ a season ticket unchanged.