

BUSINESS

59,208
SALES

215,000
READERS

545,525
ONLINE

The Herald

A broader view

BUSINESS

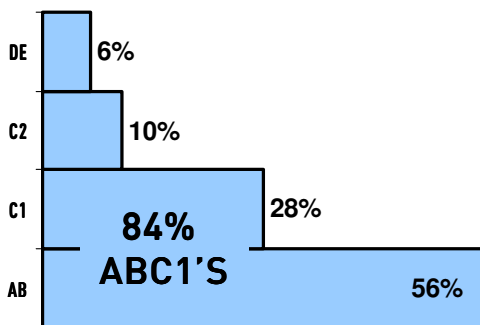
DAILY SECTION AT BACK OF PAPER



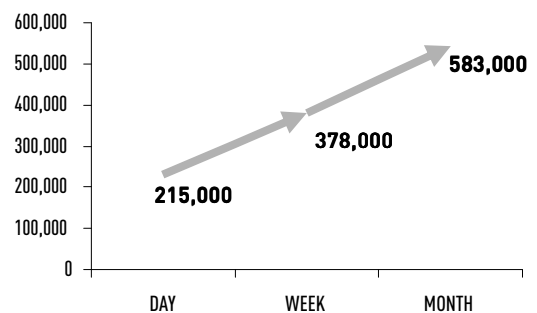
- 64% OF HERALD READERS READ ABOUT BUSINESS/COMPANY NEWS – THEY ARE 117% MORE LIKELY TO CHOOSE TO THAN THE AVERAGE SCOTTISH ADULT.
- 50% OF OUR READERS ARE MANAGERS OR PROFESSIONALS – THEY ARE OVER 1 ½ TIMES AS LIKELY TO BE AS THE AVERAGE SCOTTISH ADULT.
- 44,000 HERALD READERS WANT TO SET UP THEIR OWN BUSINESS.
- 50% OF OUR READERS BELIEVE THAT “JOB SECURITY IS MORE IMPORTANT THAN MONEY” AND ARE 23% MORE LIKELY THAN THE AVERAGE SCOT TO BELIEVE THAT “MY WORK IS A CAREER NOT JUST A JOB”.
- 96% OF OUR READERS BELIEVE THAT IT IS IMPORTANT TO CONTINUE LEARNING THROUGHOUT LIFE AND 86% AGREE THAT IT IS IMPORTANT TO BE WELL INFORMED ABOUT THINGS.
- 81% OF HERALD READERS BELIEVE THAT IF “AT FIRST YOU DO NOT SUCCEED YOU MUST KEEP TRYING”.



SOCIAL CLASS PROFILE



CUMULATIVE READERSHIP GROWTH



FOR MORE INFORMATION CALL THE ADVERTISING TEAM ON 0141 302 6000 OR EMAIL ADVERTISING@HERALDANDTIMES.CO.UK

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

