

40,400
SALES

169,000
READERS

545,525
ONLINE

sundayherald



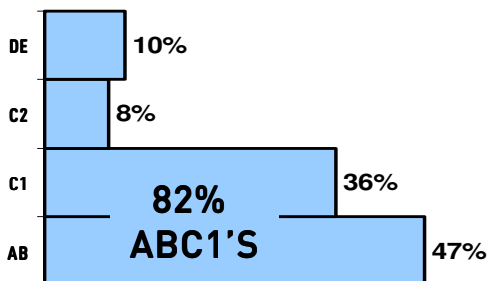
sundayherald **business**

WITH IN-DEPTH REPORTING AND SHARP BUSINESS ADVICE, THE SUNDAY HERALD'S BUSINESS SECTION FOCUSES ON THE PROGRESSIVE BUSINESSES THAT ARE SHAPING SCOTLAND'S FUTURE, WITH OPINION FROM POLITICAL JOURNALISTS & LEADING BUSINESS COMMENTATORS.

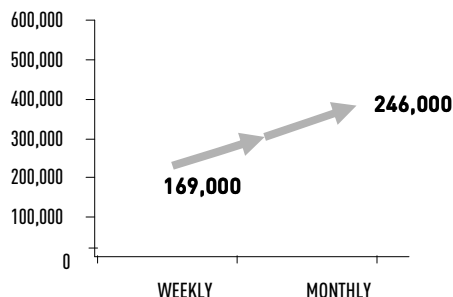
- **SELF-EMPLOYED** – 18,000 Sunday Herald readers are self-employed. They are 33% more likely to be self-employed than the Scottish average.
- **BUSINESS START-UP** – 50,000 Sunday Herald readers would like to start up their own business.
- **AVID READERS** – 43% of Sunday Herald readers are regular readers of business/company news in the newspaper and 41,000 read about media/marketing topics in the newspaper.
- **MANAGERS/PROFESSIONALS** - 47% of Sunday Herald readers are in management/professional positions and they are more likely to be degree educated than the average Scottish adult.



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 – Dec 09, NRS Jul 08 – Jun 09, Omniture Oct 09, TGI Apr 07 – March 09

