

# The Herald

## Recruitment Advertising

[www.theherald.co.uk](http://www.theherald.co.uk)

[www.heraldandtimesadvertising.co.uk](http://www.heraldandtimesadvertising.co.uk)

Readership 270,000\* Circulation 67,525\*\*

Sex Male – 52% : Female – 48%

Social Class ABC1 – 83% : C2DE - 17%

Age Under 45 – 37% : Over 45 - 63%



**SCOTLAND'S NO 1 QUALITY DAILY NEWSPAPER**– The Herald has a readership of 270,000 – 41,000 MORE than The Scotsman.

**MORE SUCCESSFUL THAN THE SCOTSMAN & SCOTLAND ON SUNDAY IN STRATHCLYDE** - The combined Herald and Sunday Herald readership across Strathclyde is 269,000 – 197,000 more than The Scotsman and Scotland on Sunday.

**REACHING OVER 500,000 ADULTS ONLINE EVERY DAY**

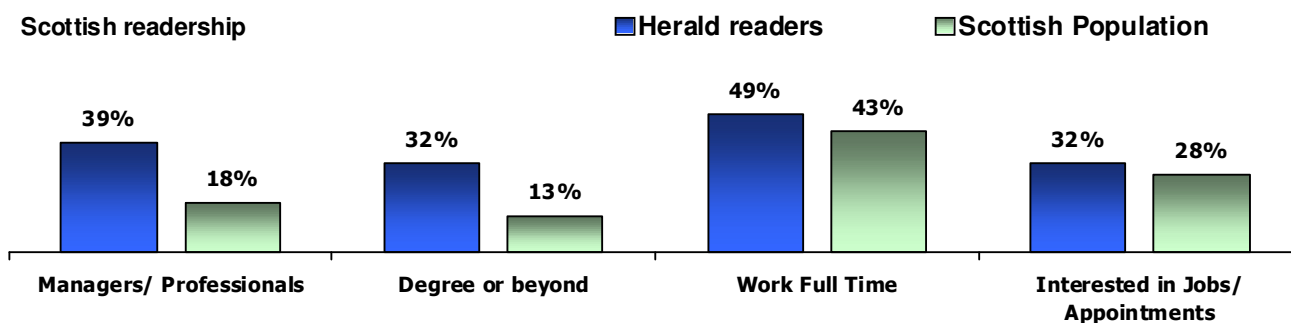
**NO 1 FOR ABC1 READERS IN SCOTLAND** – 224,000 Herald readers are ABC1 – more than any other daily quality newspaper readership in Scotland.

**AFFLUENT** – Our readers have an average household income of £36,140 – the Scottish average is £25,282.

**UNIQUE** – 165,000 Herald readers read no other daily newspaper.

### Recruitment Market

- The Herald is No1 for Recruitment in Scotland carrying more volume than any other title. As Scotland's leading recruitment title, it covers all key recruitment areas.



- Bringing in Younger Readers** – 81% of Herald readers who read appointments are under 55
- Key Reader Attractant** – 38% of those who read Scotland's Appointments, buy it for the section
- High Earners** – 67% of Scotland's Appointments readers earn over £30,000, compared to 57% all readers
- Willing to Commute** – Scotland's Appointments readers are 59% more likely than Herald reader average to be willing to commute for an hour
- Willing to Relocate** – 62% of Scotland's Appointments readers would be prepared to relocate in Scotland, 24% would relocate to England and over a fifth would relocate to Eire

**To advertise contact us on 0141 302 6100 or at [recruitment@glasgow.newsquest.co.uk](mailto:recruitment@glasgow.newsquest.co.uk)**