

KEY FACT SHEET

59,208
SALES

215,000
READERS

545,525
ONLINE

The Herald

A broader view

The Herald is Scotland's leading quality daily newspaper. Its highly respected and authoritative journalism has been informing the nation for over 225 years and the daily broadsheet is the newspaper of choice for Scotland's politicians, business and professional classes. More than 80% of The Herald's readers fall into the ABC1 socio-economic category, the country's elite. They are attracted by the newspaper's unique blend of Scottish, national and international news, features, sport and supplements. With its award-winning team of quality journalists, The Herald is unrivalled in print and increasingly online as the brand reaches out to an ever-expanding global audience.

Source : ABC Jan - Jun 09, NRS Jul 08 - Jun 09, Omniture Oct 09

OVER THE COURSE OF THE WEEK THE HERALD DELIVERS A PRINT AUDIENCE OF 378,000 READERS, OFFERING ADVERTISERS A VARIETY OF SECTIONS & SUPPLEMENTS.



MONDAY



TUESDAY



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY



REGULAR SUPPLEMENTS

