

The Herald

Recruitment Advertising

www.theherald.co.uk

www.heraldandtimesadvertising.co.uk

Readership 245,000* **Circulation 63,949****

Sex Male – 53% : Female – 47%

Social Class ABC1 – 77% : C2DE - 23%

Age Under 45 – 33% : Over 45 - 67%



SCOTLAND'S NO 1 QUALITY DAILY NEWSPAPER– The Herald has a readership of 245,000 – 50,000 **MORE** than The Scotsman.

MORE SUCCESSFUL THAN THE SCOTSMAN & SCOTLAND ON SUNDAY - The combined Herald and Sunday Herald readership is 369,000 – 17,000 more than The Scotsman and Scotland on Sunday.

REACHING OVER 500,000 ADULTS ONLINE EVERY MONTH

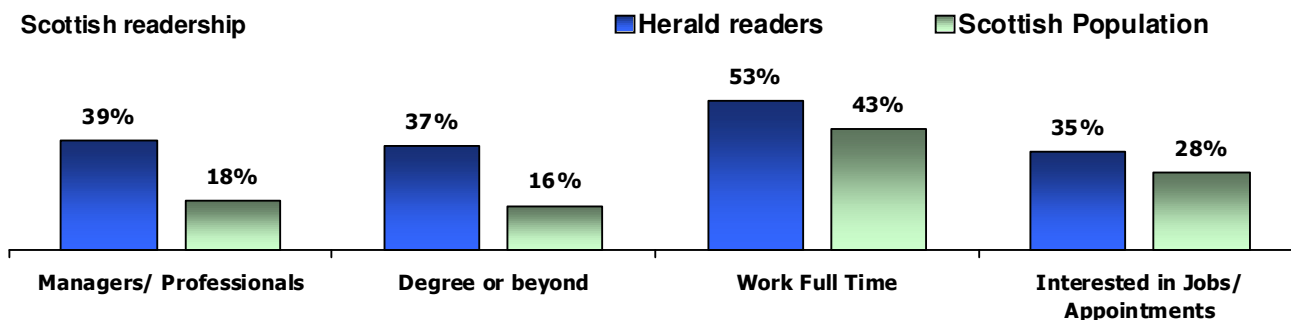
NO 1 FOR ABC1 READERS IN SCOTLAND – 187,000 Herald readers are ABC1 – more than the Scotsman and the combined readership of the national qualities in Scotland.

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

UNIQUE – 134,000 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