

# sundayherald

## Recruitment Advertising

[www.sundayherald.com](http://www.sundayherald.com)

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

**Readership 220,000\***    **Circulation 45,450\*\***

**Sex** Male - 54% : Female - 46%

**Social Class** ABC1 - 80% : C2DE - 20%

**Age** Under 45 - 48% : Over 45 - 52%

**SCOTLAND'S FIRST QUALITY SUNDAY COMPACT & MORE** – As Scotland's media pioneer, the Sunday Herald is yet again the first publisher to reinvent its product in response to changing consumer trends. It was the first Scottish Sunday newspaper to go compact in 2005 and in 2007 the paper reinvented its style by combining 2 popular sections into an easy to read and highly stylish new magazine.

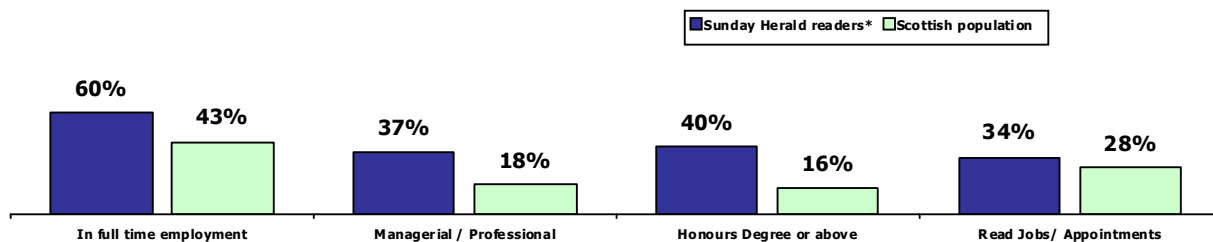
**NO 1 QUALITY SUNDAY NEWSPAPER IN STRATHCLYDE** – The Sunday Herald has a readership of 152,000 in Strathclyde – 107,000 more than Scotland on Sunday and 109,000 more than the Sunday Times.

**INSPIRING EDITORIAL** - 7 out of 10 of our readers have been inspired to do something that they read about in the Sunday Herald (i.e. bought goods, seen a film, applied for a job, visited a restaurant, gone on a holiday).

**AFFLUENT READERS** – our readers have an average household income of £39,221– the Scottish average is £25,282.

**HIGHLY QUALIFIED** – 40% of Sunday Herald readers in Scotland are degree educated – they are more likely to have a University degree than the average Scottish adult.

## Recruitment Market



- Six in 10 Sunday Herald readers under 35 - the most mobile age group - consider the recruitment section a must read or read it occasionally
- The Sunday Herald is a quality read - the average time spent reading is 1 hour 44 minutes and over half read for over 2 hours
- The Sunday Herald serves the whole of Scotland: three-quarters of readers agree that it is "Pan-Scottish"

To advertise contact us on 0141 302 6110 or at [recruitment@glasgow.newsquest.co.uk](mailto:recruitment@glasgow.newsquest.co.uk)