

**RECRUITMENT**



# sundayherald

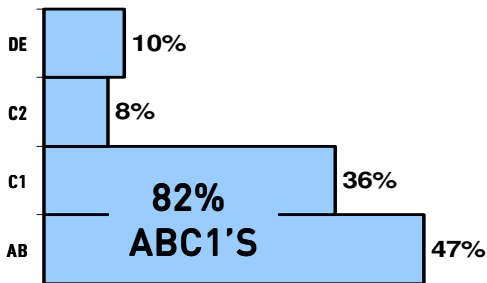


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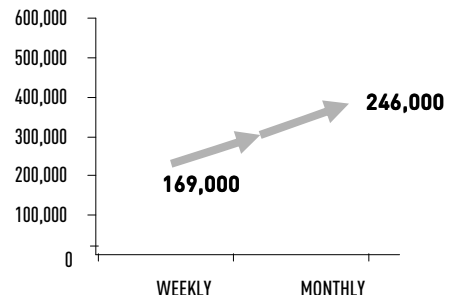
- 47% of Sunday Herald readers are in management/professional positions and they are 1 1/2 times more likely to be degree educated than the average Scottish adult.
- 42% of Sunday Herald readers read the jobs section in their newspaper and they are 41% more likely to be interested in the recruitment pages than the average Scottish adult.
- 18,000 Sunday Herald readers are planning to change jobs within the next 6 months and they are 74% more likely to want to do so than the average Scot.
- 58% of Sunday Herald readers are in full time employment – compared to 43% of the Scottish population.

**THE SUNDAY HERALD HAS 26,000 READERS IN SENIOR MANAGEMENT POSITIONS**

**SOCIAL CLASS PROFILE:**



**CUMULATIVE READERSHIP GROWTH:**



**FOR MORE INFORMATION CALL THE RECRUITMENT TEAM ON 0141 302 6110 OR EMAIL RECRUITMENT@HERALDANDTIMES.CO.UK**

Sources : ABC Jan – Jun 09, NRS Jul 08 – Jun 09, Omniture Oct 09;

