

RECRUITMENT

59,208
SALES

215,000
READERS

545,525
ONLINE

The Herald

A broader view

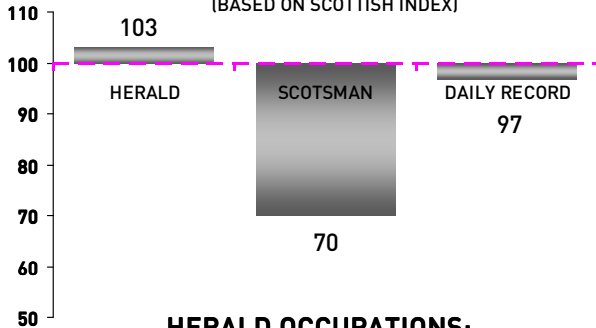


The Herald Society SCOTLAND'S **APPOINTMENTS**

**THE HERALD SOCIETY PUBLISHED EVERY TUESDAY
SCOTLAND'S APPOINTMENTS PUBLISHED EVERY FRIDAY**

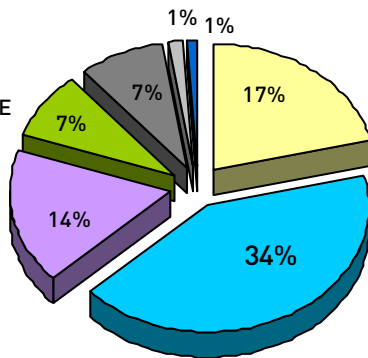
HERALD READERS ARE MORE LIKELY TO BE PLANNING ON CHANGING JOBS IN THE NEXT SIX MONTHS:

(BASED ON SCOTTISH INDEX)



HERALD OCCUPATIONS:

- MANAGERS & SENIOR OFFICIALS
- PROFESSIONALS
- ASSOCIATE PROFESSIONAL & TECHNICAL
- ADMINISTRATIVE
- SKILLED TRADES
- PERSONAL SERVICE
- ELEMENTARY



THE RIGHT ENVIRONMENT

- **269,000** SCOTTISH ADULTS ARE CURRENTLY PLANNING ON CHANGING JOBS IN THE NEXT SIX MONTHS - **76,000** ARE ABC1 ADULTS 25-44
- 45% OF THE HERALD'S TOTAL AUDIENCE ARE ABC1 ADULTS IN FULL TIME EMPLOYMENT, **17,000** ARE ACTIVELY CONSIDERING A CHANGE OF JOB WITHIN THE NEXT 6 MONTHS.
- THE HERALD'S READERSHIP EXCEEDS THAT OF THE SCOTSMAN ACROSS THE FOLLOWING CATEGORIES :
GRADUATES (+34%)
MANAGERS & SENIOR OFFICIALS (+21%)
PROFESSIONAL OCCUPATIONS (+112%)
- TWO ADS IN THE SCOTSMAN WILL DELIVER AN AUDIENCE OF 244,000. REPLACE ONE WITH THE HERALD AND YOUR AUDIENCE INCREASES TO 380,000 (+56%). THAT IS AN ADDITIONAL 38,000 ABC1 ADULTS IN FULL TIME EMPLOYMENT.
- 67,000 HERALD READERS ARE PARTICULARLY INTERESTED IN THE APPOINTMENTS SECTION OF THE NEWSPAPER (31%) - COMPARED TO 55,000 INTERESTED SCOTSMAN READERS (30%)
- 82,000 HERALD READERS AGREE THAT THEIR WORK IS A CAREER, NOT JUST A JOB.

**FOR MORE INFORMATION CALL THE RECRUITMENT TEAM ON 0141 302 6100
OR EMAIL RECRUITMENT@HERALDANDTIMES.CO.UK**

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

