

The Herald **sunday**herald

BENEFIT FROM THE COMBINED AUDIENCE OUR TWO NEWSPAPERS DELIVER

Audience Delivery	The Herald	Sunday Herald	Combined
Daily Circulation	59,208	40,400	99,608
Daily Readership	215,000	169,000	311,000

PLUS THE COVERAGE OF S1 JOBS...

Audience Delivery	Unique Users	Visit Sessions	Page Impressions
Monthly unique users	422,807	1,041,079	10,051,961

- **142,000 HERALD READERS DO NOT READ THE SUNDAY HERALD**
- **96,000 SUNDAY HERALD READERS DO NOT READ THE HERALD**
- **ONLY 73,000 READ BOTH TITLES REGULARLY**

COMBINE THE HERALD & SUNDAY HERALD AND REACH THE RIGHT TARGET AUDIENCE...

<i>Adults planning on changing jobs in the next six months</i>	27,000
<i>Specially choose to read the recruitment pages</i>	110,000
<i>Specially choose to read education pages</i>	134,000
<i>Managers & Senior officials</i>	50,000
<i>Professionals</i>	96,000
<i>Administrative & Secretarial</i>	21,000
<i>Skilled trades</i>	20,000

TO ADVERTISE IN THE HERALD AND SUNDAY HERALD, PLEASE CONTACT THE RECRUITMENT TEAM ON 0141 302 6100 OR EMAIL RECRUITMENT@HERALDANDTIMES.CO.UK

Herald **Times** Group

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

DUAL PAPER AUDIENCE DELIVERY