

Recruitment

**Readership 270,000\***  
**Circulation 67,525\*\***

Male - 52% : Female - 48%  
ABC1 - 83% : C2DE - 17%  
Under 45 - 37% : Over 45 - 63%

**Readership 182,000\***  
**Circulation 86,166\*\*\***

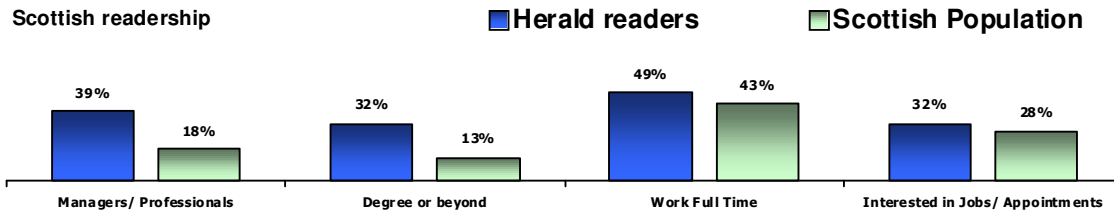
Male - 48% : Female - 52%  
ABC1 - 40% : C2DE - 60%  
Under 45 - 44% : Over 45 - 56%

**Readership 202,000\***  
**Circulation 51,741\*\***

Male - 54% : Female - 46%  
ABC1 - 80% : C2DE - 20%  
Under 45 - 49% : Over 45 - 51%

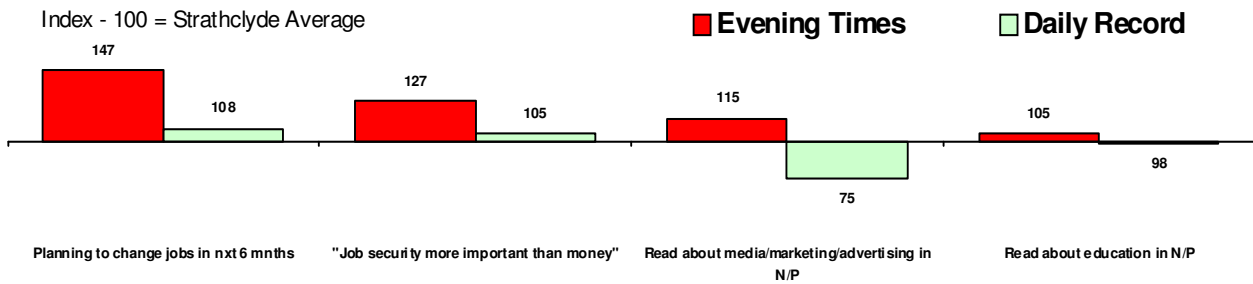
**SCOTLAND'S QUALITY DAILY, SUNDAY & EVENING NEWSPAPERS – THE POWER OF PRINT & ONLINE**

**The Herald**



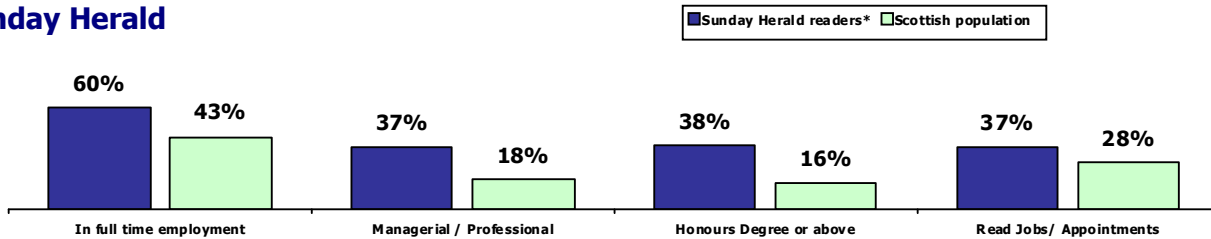
*Scotland's Appointments* is the largest recruitment section for Scottish jobs – the strongest indicator of the success it delivers to potential candidates and employers alike. Covering key recruitment areas from call centre, to local government; from legal to sales and marketing, *Scotland's Appointments* is a must-read for the active and browsing job seeker in Scotland.

**Evening Times**



With a reader profile that neatly matches that of Glasgow, the Evening Times accurately reflects the modern face of its people. *s1jobsglasgow* in the Evening Times offers a targeted platform every Monday for recruiters and jobseekers alike, across the key areas of call centre, retail, caring and hospitality.

**Sunday Herald**



Strathclyde's number 1 quality Sunday newspaper adds to The Herald's depth of coverage and offers a uniquely young, affluent and ambitious readership. Packaged with *Scotland's Appointments* in The Herald, this dedicated section every Sunday offers an often vital second opportunity to attract the affluent and ambitious professional.

**s1jobs.com**

Now s1jobs.com has been added to this outstanding press portfolio, recruiters can appear on the premier recruitment website in Scotland. The s1 website has 210,898 unique visitors every month, highly visible ongoing promotion and more than double the jobs available than its nearest competitor are 3 reasons why it is the most credible online choice.

**Complete Press & Online Package**

**Reaching 521,000 readers (unique NET readership) + s1's 210,898 online users**