The ONLY NATIONAL SUNDAY PAPER to increase sales year on year

The Sunday Herald is read by more affluent audiences in west central Scotland than any other mid/quality Sunday newspapers

The Sunday Herald reader is an intelligent, successful urban consumer
Graduates, Professionals, high earners, adult only households

64% ABC1 35+
1 in 3 are Professionals
Earning 45% more than average in west central Scotland
More than half educated to at least degree level
7 out of 10 live in adult only households

Restaurant goers – 9 out of 10 eat out
Art Lovers – 76% interested in the Arts
Music Fans – 75% went to a concert
Indulgers – 3x likely to book a spa break
Intrepid Travellers – 1 in 3 prefer holidays off the beaten track
Eco-Friendly – willing to pay more for green products

SALES & READERSHIP

AVERAGE WEEKLY SALE: 32,021 (+34%)
AVERAGE ISSUE READERSHIP: 95,000 (+12%)

SOCIO - DEMOGRAPHIC READER PROFILE

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WHERE ARE OUR READERS?

<table>
<thead>
<tr>
<th>Region</th>
<th>Readers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Central Scotland</td>
<td>62,000</td>
<td>65%</td>
</tr>
<tr>
<td>Edinburgh &amp; Lothian</td>
<td>9,000</td>
<td>10%</td>
</tr>
<tr>
<td>Borders</td>
<td>3,000</td>
<td>3%</td>
</tr>
<tr>
<td>Central</td>
<td>2,000</td>
<td>2%</td>
</tr>
<tr>
<td>Fife</td>
<td>5,000</td>
<td>5%</td>
</tr>
<tr>
<td>Grampian</td>
<td>5,000</td>
<td>5%</td>
</tr>
<tr>
<td>Tayside</td>
<td>3,000</td>
<td>3%</td>
</tr>
<tr>
<td>Perth</td>
<td>2,000</td>
<td>2%</td>
</tr>
</tbody>
</table>

SOLUS, COMBINED & DIGITAL AUDIENCE DELIVERY

80% do not read any other midmarket or Quality Sunday

70% do not read The Herald
Together The Herald and Sunday Herald deliver 179,000
93% do not visit Heraldscotland
Sunday Herald and Heraldscotland deliver 2.2 million adults each month

Future Plans
No. of Sunday Herald readers planning on:

- 42,000 spending £500+ on home decor
- 12,000 buying a new car
- 12,000 changing job
- 11,000 making major home improvements
- 10,000 planning on moving home
- 4,000 having a baby

ADVERTISING WORKS IN THE SUNDAY HERALD

52% have made a purchase as a direct result of a newspaper advert

TOP CATEGORIES PURCHASED (RANKED AS INDEX)

- Homes & Interiors: 235
- IT: 227
- Beauty: 162
- Food/drink: 157
- Fashion: 135
- Motors: 121
- Travel: 115