

## Daily and Sunday newspaper readership and demographics

Title	Total	Men	Women	15-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65-74 yrs	75+	ABC1	C2DE
Scotsman	229,957	118,703	111,254	20,542	22,682	32,061	46,319	48,824	32,002	27,527	197,774	32,183
The Herald	285,217	140,398	144,819	21,287	32,845	48,097	64,753	50,907	37,180	30,148	231,867	53,350
Scottish Sun	1,000,000	51,000	49,000									
Daily Record	1,127,934	566,943	560,990	122,874	92,714	483,257	145,026	130,612	87,235	66,215	418,641	709,292
Press & Journal	331,000	170,000	161,000	88,000		115,000		128,000			178,000	153,000
Courier & Advertiser	185,809	83,379	102,430	13,000	16,000	21,000	21,000	36,000	75,000		105,000	78,000
Scottish Daily Mail	324,000	173,000	151,000	29,000	27,000	40,000	62,000	89,000	77,000		183,000	141,000
Scottish Daily Express	157,000	66,000	91,000	10,990	12,560	20,410	26,690	32,970	53,380		104,000	53,000
Scotland on Sunday	263,244	121,456	141,788	20,737	26,407	67,053	56,608	44,171	27,659	20,609	221,000	42,244
Sunday Herald	202,353	109,547	92,806	12,000	34,000	49,000	45,000	29,000	30,000		168,000	31,000
Sunday Times Scotland	195,000	101,000	93,000	40,000	35,000	24,000	39,000	32,000	25,000		156,000	39,000
Sunday Mail	1,338,747	672,488	666,259	188,000	161,000	253,000	235,000	233,000	264,000		559,000	777,000
Sunday Post	943,848	396,523	547,325	35,000	61,000	94,000	145,000	189,000	416,000		409,000	531,000