

Local / weekly newspaper readership and demographics

North Scotland

Total readers aged 15+	Total men	Total women	Total aged							ABC1	C2DE
			15-24	25-34	35-44	45-54	55-64	65-74	75+		
1,132,203	547,271	584,932	167,429	145,457	202,117	197,875	179,008	127,916	112,401	630,117	502,086

Central Scotland

Total readers aged 15+	Total men	Total women	Total aged							ABC1	C2DE
			15-24	25-34	35-44	45-54	55-64	65-74	75+		
3,167,315	1,501,649	,1665,666	511,051	478,257	582,837	534,159	453,047	330,426	277,538	1,574,981	1,592,334