

BusinessScotland

Readership / Audience 2024

Business Scotland offers a vibrant blend of topical, intelligent feature articles, news, general advice pieces, interviews and business intelligence.

The magazine has an estimated readership of over 30,000+ business people. No other publication has such a powerful audience in Scotland bringing together many of the leading business names in the country, key business leaders and of course decision makers.

Audience

Online Magazine Subscribers - **2,800** | Social Media followers - **6,750** | Magazine Readership - **30,000**

| Location | % | Job function | % | Industry | % |
|-------------|-------|--------------------------------|-------|--------------------------------------|-------|
| Glasgow | 39.48 | Business Development | 32.53 | Higher Education | 14.58 |
| Edinburgh | 20.39 | Operations | 14.65 | IT Services and IT Consulting | 13.30 |
| Aberdeen | 14.40 | Engineering | 14.19 | Business Consulting and Services | 13.30 |
| Dundee | 7.61 | Education | 8.88 | Financial Services | 10.49 |
| Inverness | 6.96 | Legal | 6.81 | Environment | 9.46 |
| Dunfermline | 3.07 | Community and Social Services | 5.88 | Accounting | 8.95 |
| Kilmarnock | 2.27 | Finance | 4.50 | Government Administration | 8.44 |
| Ayr | 2.27 | Information Technology | 4.50 | Appliances, Electrical Manufacturing | 8.18 |
| London | 1.78 | Training & Education | 4.27 | Construction | 6.65 |
| Stirling | 1.78 | Program and Project Management | 3.81 | Staffing and Recruiting | 6.65 |

Website stats:

businessscotlandmagazine.com

Average visits per month: **6,450**

Average page views per month: **10,200**

Online Audience

UK **78%** | Europe **13%**

USA **4%** | Rest Of World **5%**

