

# BUSINESS SCOTLAND

## Readership / Audience 2026

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 - **2,850** | Social Media followers - **8,180** | 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: **6,557**

Average page views per month: **9,899**

### Online Audience

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

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

