BUSINESS SCOTLAND

Readership / Audience 2027

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 28,000 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 - 7,400

LinkedIn newsletter - 1200

Magazine Readership - 28,000

Location	%	Job Function	%	Industry	%
Glasgow	39.48	Business Development	32.53	Higher Education	14.58
Edinburgh	20.39	Operations	14.65	IT Services & 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 & Social Services	5.88	Accounting	8.95
Kilmarnock	2.27	Finance	4.50	Government Administration	8.44
Ayrshire	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 & Project Management	3.81	Staffing & 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%

