

The Sunday Telegraph

With a focus on self-improvement, The Sunday Telegraph is the calming end to an action-packed weekend. Its Business & Money section attracts huge numbers of home-buyers wanting to know whether, when and where they should purchase their next property and readers most often turn straight to the newspaper's Sport section for the very best in exclusive columns and interviews, pre-event build up and expert analysis.



DID YOU KNOW?
THE AVERAGE SUNDAY TELEGRAPH READER HAS SAVINGS AND INVESTMENTS WORTH £59K.

WHAT?



759 THOUSAND
DAILY READERSHIP



1.3 MILLION
MONTHLY READERSHIP

WHERE?



SOUTH EAST



MIDLANDS



EAST ENGLAND



LONDON



SOUTH WEST



NORTH WEST



YORKSHIRE



WALES



SCOTLAND



NORTH EAST

WHO?

GENDER



57
AVERAGE AGE



74 MINS
TIME SPENT READING



82%
ABC1%

WHY?

HIGH EARNERS

2.X
more likely to earn £50K+

WELL TRAVELLED

46%
more likely to have taken a long haul holiday in the last two years

HOME IMPROVERS

41%
more likely to make major home improvements in the next 12 months