

The Telegraph

Since its launch more than 160 years ago, The Daily Telegraph has been committed to delivering the very best journalism to the widest possible audience. With authority and credibility, it sets the agenda, sparks debate and provokes comment. Its affluent and engaged print audience is made up of imaginative, intelligent readers who want to know what's going on in the world, with a passion for politics, sport and first-person stories. Kicking off the weekend, Saturday's packed edition boasts seven additional sections and is the newspaper's biggest-selling day.

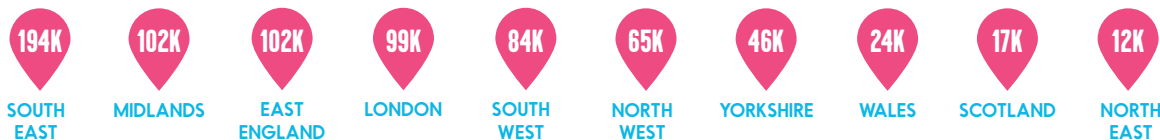


DID YOU KNOW?
 THE AVERAGE DAILY TELEGRAPH READER HAS SAVINGS & INVESTMENTS WORTH £62K.

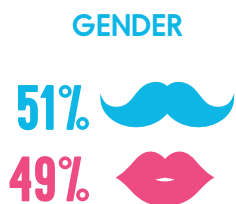
WHAT?



WHERE?



WHO?



WHY?



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

STELLA

Stella is an intelligent, warm and witty guide to living stylishly, offering the best in fashion, beauty, interiors and food. With a host of features reflecting the evolving needs of its incredibly loyal readers who have money to spend, the magazine prides itself on its contradictions; it's a fashion magazine that believes there's more to life than clothes and a woman's magazine that is read by men.



DID YOU KNOW?
STELLA READERS ARE 3X MORE LIKELY TO BE AB FEMALES.

WHAT?

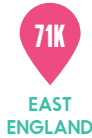


454
THOUSAND
DAILY
READERSHIP



734
THOUSAND
MONTHLY
READERSHIP

WHERE?



WHO?

GENDER



59
AVERAGE
AGE



86%
ABC1%



53%
AB%

WHY?

QUALITY SEEKERS

27%
more likely to agree 'It's worth paying more for quality goods'

BEST OF BEAUTY

42%
more likely to only use good quality toiletries

DESIGNER TASTES

regular readers are

79%
more likely to wear designer clothes

The Telegraph Magazine

The Telegraph Magazine brings together brilliant writing, the biggest stars from both the UK and Hollywood, and the most talented photographers in the world. Offering its audience a challenging, dramatic and exciting read every weekend, it presents a premium take on everything from high fashion to high culture, desirable interiors and recipes from the hottest chefs.



DID YOU KNOW?
READERS OF THE TELEGRAPH MAGAZINE ARE 2X MORE LIKELY TO BE AB.

WHAT?

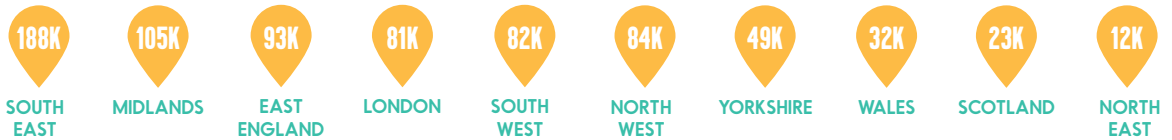


THOUSAND
DAILY
READERSHIP



MILLION
MONTHLY
READERSHIP

WHERE?



WHO?

GENDER



63
AVERAGE
AGE



83%
ABC1%



53%
AB%

WHY?

QUALITY SEEKERS

30%
more likely to agree 'It's worth paying more for quality goods'

FOODIES

7 in 10
readers like to try new recipes

DESIGNER TASTES

regular readers are
55%
more likely to wear designer clothes