Since its launch more than 160 years ago, The Daily Telegraph is committed to delivering the 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 consists of imaginative, intelligent readers who want to know what’s going on in the world, with a passion for politics, sport and first-person anecdotes. 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 £59K**

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**WHAT?**

- **764 THOUSAND DAILY READERSHIP**
- **1.57 MILLION WEEKLY READERSHIP**

**WHERE?**

- **170K SOUTH EAST**
- **106K MIDLANDS**
- **109K EAST ENGLAND**
- **90K LONDON**
- **85K SOUTH WEST**
- **71K NORTH WEST**
- **65K YORKSHIRE**
- **34K WALES**
- **21K SCOTLAND**
- **13K NORTH EAST**

**WHO?**

- **54% MALE**
- **44% FEMALE**
- **53 YEARS OLD AVERAGE AGE**
- **53 MINS TIME SPENT READING**
- **79% ABC1**

**WHY?**

- **+99% MORE LIKELY TO EARN £50K+**
- **+55% MORE LIKELY TO BE PLANNING A HOLIDAY OUTSIDE EUROPE IN THE NEXT 12 MONTHS**
- **3.1X MORE LIKELY TO BE IN THE MARKET FOR A NEW CAR IN THE NEXT 3 MONTHS**

Source: PAMCo Bridge 2022 Q1 TGI March 2022