

The Daily Telegraph

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

WHAT?

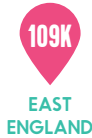


764 THOUSAND DAILY READERSHIP



1.57 MILLION WEEKLY READERSHIP

WHERE?



WHO?

GENDER



MINS
TIME SPENT READING



79%
ABC1

WHY?

HIGH EARNERS

+99%
more likely to earn £50K+

WELL TRAVELLED

+55%
more likely to be planning a holiday outside Europe in the next 12 months

IN THE MARKET

3.1X
more likely to be in the market for a new car in the next 3 months