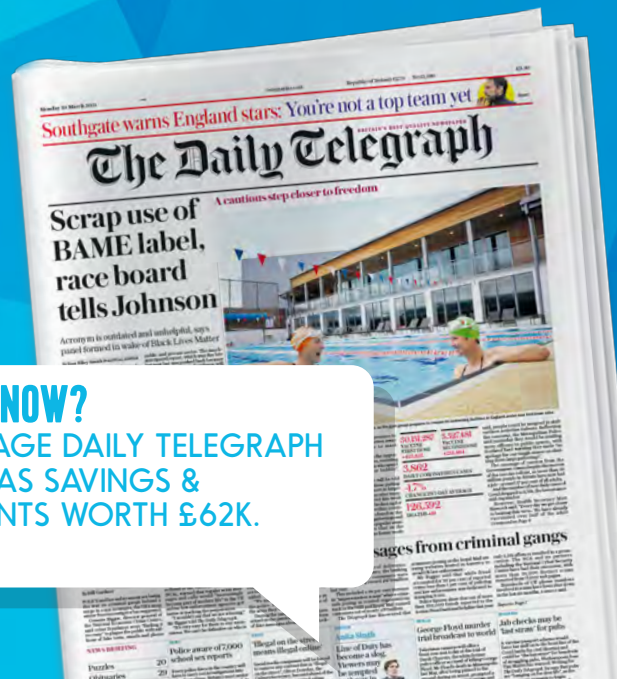


# The Telegraph

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.

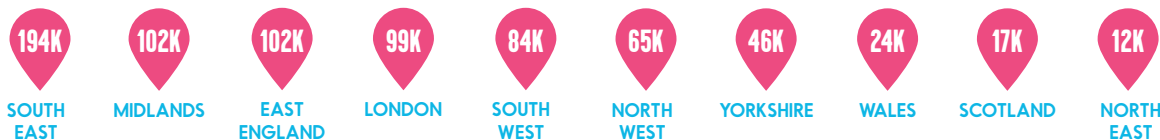


**DID YOU KNOW?**  
 THE AVERAGE DAILY TELEGRAPH READER HAS SAVINGS & INVESTMENTS WORTH £62K.

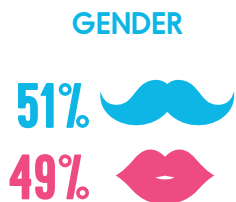
## WHAT?



## WHERE?



## WHO?



## WHY?



# The 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?

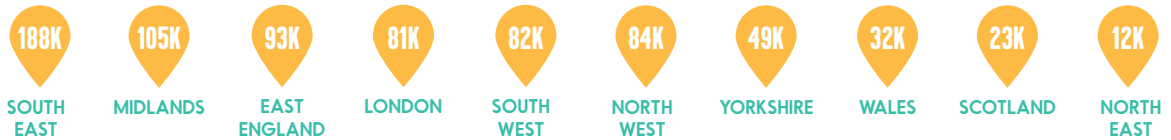


**THOUSAND**  
DAILY  
READERSHIP



**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