

A little miracle  
every day



# was

On Friday, June 29, 1855, The Daily Telegraph and Courier - London's first penny paper - was published.

It was born out of Colonel Arthur Sleight's desire to see the truth published about the Crimean War.

Its focus was 'to report on all striking events, with consistent, clear and independent opinion, so that the intelligent public could understand what had happened and see its bearing on daily life and our future'.

In short: to provide **trusted insights**

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is

New owners have seen us transform into a fully integrated, leading, multiplatform media group with the UK's fastest-growing newspaper website and the country's most exciting advertising opportunities.

Today, we deliver our **trusted insights** to our customers when they want them, where they want them, on the platform they want to access them on. As part of this, our best-selling quality daily can now be bought nationwide at 6am after leaving the presses at 10pm. Faster than Royal Mail and half the price of a cup of coffee.

A little miracle every day.



# will be

We don't know what the future holds but our values will remain consistent.

We will continue to be confident in our reporting, worldly and engaged. We will never be angry or use words like outcry and fury in headlines. We will love the country in which we live unlike some of our competitors. We will always be smart and witty with the quirkiest letters and at least one humorous story on every page.

Above all, we will continue to deliver **trusted insights**.