

# Telegraph Digital Media Pack

2011

# Overview

**Audience**  
 Affluent  
 Loyal  
 Influential  
 Elusive

**Channels**  
 News  
 Sport  
 Finance  
 Lifestyle  
 Comment  
 Travel  
 Culture  
 Technology  
 Fashion  
 Motoring



**Products**  
 Telegraph TV  
 Behavioural  
 Mobile  
 iPhone apps  
 Performance

# Our Audience: In numbers

Telegraph.co.uk users are

**33%**

more likely than the online average to agree "I pay more attention to adverts on sites I trust"

Demographically speaking...

**4,660,000**

monthly users on Telegraph.co.uk

**57%**

of the channel audience is male

**42%**

of the channel audience is AB

## Audience attitudes

### Expectations of advertising

- Telegraph.co.uk users are more likely to expect advertising to be entertaining (112 index)
- They agree that advertising helps them choose what to buy (116 index)

### Embracing Online

- Our users are **24%** more likely to agree "I often notice advertisements on the internet" and **55%** more likely to have researched a brand they have seen advertised online

### Trust the Telegraph

- Our users index at **860** against the online average when agreeing "I really trust telegraph.co.uk"

# Audience

# Our Audience: Affluent

40%

of our users fall into the top 2 ACORN categories - Wealthy Achievers and Urban Prosperity

54%

have a household income over £30k

Source: UKOM, July 2010

# Our Audience: Loyal

telegraph.co.uk users are

**33%**

More likely to agree "I pay more attention to adverts on sites I trust"

Source: TGI, Q1 2010

our users index at

**860**

Against the online average agreeing "I really trust telgraph.co.uk"

Source: TGI, Q1 2010



# Our Audience: Influential

telegraph.co.uk reaches

**24%**

of all non-board  
directors online in a  
month

Source: TGI, Q1 2010

# Our Audience: Elusive



63%

of our users watch less than 20 hours of television per week (128 index)

Telegraph Users vs Online Average

BBC 2 is my favourite channel (139 index)

BBC 1 is my favourite channel (108 index)

---- online average ----

Watch an hour or more of C4 a day (90 index)

Watch an hour or more of ITV a day (73 index)

Source: TGI, Q1 2010



# Channels

# Telegraph News

Telegraph.co.uk users are

**28%**

more likely than the online average to be heavy internet users



Demographically speaking...

**1,704,000**

Monthly users to News channel

**51%**

of the channel audience is male

**42%**

of the channel audience is AB

## Audience lifestyle

### Thirsty for knowledge

- Telegraph.co.uk users are more likely to be interested in international events (117 index) and more likely to be interested in other cultures (112 index)

### Always online

- Our users are 68% more likely to have accessed the internet from a smartphone or Blackberry, and 58% more likely to access the internet at work, home and on a mobile.

### Well informed

- Telegraph.co.uk users index at 107 against the online average when agreeing that they are 'Usually the first amongst friends to know what's going on'

# Telegraph Sport



Telegraph.co.uk users are

**77%**

more likely than the online average to be members of a Golf Club

Demographically speaking...

**1,571,000**

monthly unique users

**61%**

of the channel audience is male

**35%**

of the channel audience is 18 - 34

## Audience lifestyle

### Healthy lifestyle

- Telegraph.co.uk users are **14%** more likely to exercise at a gym once a week or more
- They are **23%** more likely to go running or jogging once a week or more and **15%** more likely to regularly take part in team sports

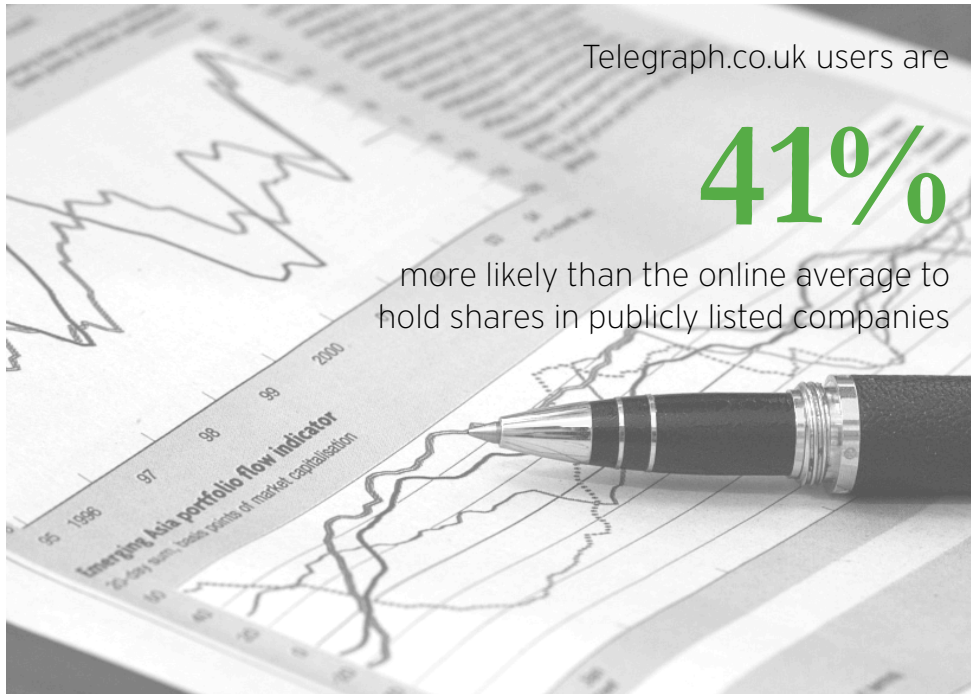
### Keen spectators

- Our users are **21%** more likely to have paid to watch a team sports event live
- They are **15%** more likely to watch team sports programmes on TV

### More than just support

- Telegraph.co.uk users are **22%** more likely to have placed a football bet

# Telegraph Finance



Demographically speaking...

**1,089,000**  
monthly unique users

**60%**  
of the channel audience is male

**45%**  
of the channel audience is AB

## Audience lifestyle

### Financial products users

- Telegraph.co.uk users are **15%** more likely to hold two or more current accounts, and **18%** more likely to hold two or more savings accounts

### Careful investors

- They are more likely than the online average to have Personal Equity Plans (**134** index), Investment Trusts (**150** index) and Unit Trusts (**194** index)

### Financially savvy

- Telegraph.co.uk users **18%** more likely to agree 'I feel fairly knowledgeable in the financial field'
- They are **23%** more likely to agree, 'I look with interest at advertising for financial services'

# Telegraph Food & Drink



Demographically speaking...

**133,000**

monthly users to channel

**54%**

of the channel audience is male

**54%**

of the channel audience is AB

## Audience lifestyle

### Enjoyment from food

- Telegraph.co.uk users index at **106** against the online average when agreeing "I get a lot of pleasure out of food and are more likely to "often eat at good restaurants" (**111** index)

### Pay a premium for quality

- Our users are more likely to agree that they pay more for good quality beer (**115** index) and wine (**111** index)

### Ethically conscious

- Our users are more likely to pay more for organic food (**107** index) and pay attention to where their food is produced or grown (**108** index)

# Telegraph Gardening

Telegraph.co.uk users  
spend an  
average of

£60

on plants, bulbs and  
seeds each year



Demographically  
speaking...

124,000

Monthly users to channel

59%

of the channel audience is female

83%

of the channel audience is ABC 1

## Audience lifestyle

### Own homes with gardens

- Our users index at **103** against the online average for owning home with a garden

### Garden furniture

- Telegraph.co.uk users are **20%** more likely to have bought garden furniture in the last 12 months
- They spend an average of **£119** a year on these items

### Green-fingered

- Our users are index at **118** versus the online average for owning an allotment
- They also index above average at **106** for growing vegetables

# Telegraph Health



Telegraph.co.uk users are

**23%**

more likely than the online average to have taken out private health insurance

Demographically speaking...

**294,000**

Monthly users to Health channel

**59%**

of the channel audience is male

**56%**

of the channel audience is AB

## Audience lifestyle

### Active living

- Telegraph.co.uk users are **14%** more likely to exercise at a gym once a week or more
- They are **23%** more likely to go running or jogging once a week or more and **15%** more likely to regularly take part in team sports

### Frequent check-ups

- Our users index at **104** versus the online average for having periodic medical check-ups

### Healthy eating

- Our users index at **111** against the online average agreeing with the statement "I always check the nutritional content of food"

# Telegraph Property

Telegraph.co.uk users are

**26%**

more likely than the online average to expect to buy or sell a property in the next 12 months



Demographically speaking...

**130,000**

Monthly users to Property channel

**80%**

of the channel audience is male

**58%**

of the channel audience is AB

## Audience lifestyle

### Homeowners

- Telegraph.co.uk users are **16%** more likely to fall into the 'nest builder' life stage classification
- They index at **106** against the online average for having a mortgage

### Home improvements

- Our users are **24%** more likely to have increased their mortgages for home improvements
- They are **28%** more likely to have added a conservatory, and **6%** more likely to have fitted a new kitchen in the last 12 months

### Prepared to shop around

- Our users are **26%** more likely to have switched mortgage providers in the last 12 months



# Telegraph Earth



Telegraph.co.uk users are

**21%**

more likely than the online average to enjoy outdoor pursuits such as fishing, climbing and horse riding

Demographically speaking...

**163,000**

Monthly users to Earth channel

**63%**

of the channel audience is male

**79%**

of the channel audience is ABC 1

## Audience lifestyle

### Want to make a difference

- Almost half of all Telegraph.co.uk users are prepared to change their lifestyle to help the environment

### Taking action

- Our users index highly against the online average for being prepared to pay more for environmentally friendly products ( **113** index) and trying to recycle ( **104** index)

### Ethical responsibility

- Our users also buy free range products where possible ( **103** index) and are less likely to eat genetically modified products ( **105** index)

# Telegraph Comment

Our users are

**101%**

more likely than the average online user to submit a comment or article to a publicly accessible site



Demographically speaking...

**173,000**

monthly users to Comment

**62%**

of the channel audience is male

**52%**

of the channel audience is AB

## Audience lifestyle

### Content producers

- Our users are **53%** more likely to perform social activities such as reading or updating personal spaces online
- Our users are **156%** more likely to have an active blog

### Enjoy online dialogue

- They are **54%** more likely to take part in discussion groups or chat online

### Enjoy user generated content

- Telegraph.co.uk users are **96%** more likely to read an article or comment submitted by another user

# Telegraph Travel



Telegraph.co.uk users are

**66%**

more likely than the online average to fly first or business class when travelling for work

Demographically speaking...

**292,000**

Monthly users to Travel channel

**64%**

of the channel audience is male

**77%**

of the channel audience is ABC 1

## Audience lifestyle

### Regular holidays

- Telegraph.co.uk users are **44%** more likely to have holidayed abroad in the last 12 months
- They are **36%** more likely to have been to a long-haul destination

### Frequent flyers

- Our users are **58%** more likely to have flown for business in the last 12 months (and **17%** more likely to have flown for any reason)

### Hotel visitors

- Our users are **87%** more likely to stay in a hotel for Business purposes
- They are **19%** more likely than the online average to have stayed in a Hotel in the last 12 months

# Telegraph Culture

Telegraph.co.uk users are

**40%**

more likely than the online average to have spent over £100 on CDs in the last 12 months

Demographically speaking...

**587,000**

Monthly users to Culture channel

**56%**

of the channel audience is male

**71%**

of the channel audience is ABC 1

## Audience lifestyle

### Music enthusiasts

- Telegraph.co.uk users are **23%** more likely to bought music downloads in the last 12 months
- They are **21%** more likely to have bought more than 10 albums in the last year

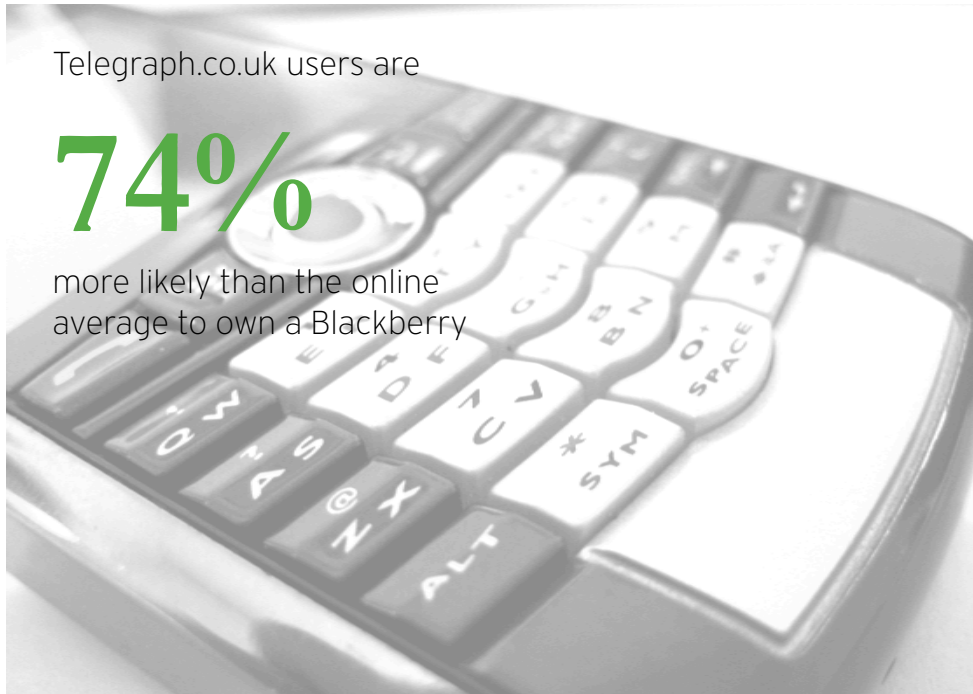
### Online entertainment

- Our users are **40%** more likely than the internet average to view TV programmes online

### Culturally inclined

- Our users are **12%** more likely to agree "I consider myself interested in the arts"
- They are **20%** more likely to attend art galleries or exhibitions at least once a year

# Telegraph Technology



Telegraph.co.uk users are

**74%**

more likely than the online average to own a Blackberry

Demographically speaking...

**417,000**

monthly unique users

**64%**

of the channel audience is male

**78%**

of the channel audience is ABC 1

## Audience lifestyle

### Heavy home computing

- Telegraph.co.uk users are **22%** more likely to have 3 or more computers in their homes

### Gadget investors

- They are more likely than the online average to have an iPhone (**144** index), Digital Radio (**134** index) or PVR (**138** index)

### Technology aficionados

- Our users are **21%** more likely to agree 'I try to keep up with developments in technology'
- They are **38%** more likely to agree 'I love to buy new gadgets and appliances'
- They are **34%** more likely to agree 'It's important my home is equipped with the latest technology'

# Telegraph Fashion



Telegraph.co.uk users are

**32%**

more likely than the online average to wear designer clothes

Demographically speaking...

**189,000**

Monthly users to Fashion channel

**65%**

of the channel audience is female

**79%**

of the channel audience is ABC 1

## Audience lifestyle

### Fashion spenders

- Telegraph.co.uk users **outspend** the average internet user on shoes, suits, handbags and dresses

### Fragrance and Beauty

- Our female users are **57%** more likely to agree "I spend a lot on cosmetics"
- Our users are **15%** more likely to definitely agree "I can't resist expensive perfume / aftershave"

### Style focused

- Our female users are **35%** more likely to "care about style"
- Our male users are **21%** more likely agree that they are willing to "pay more for quality"

# Telegraph Motoring

Telegraph.co.uk users are heavyweight drivers, driving

**900 miles**

more than the online average over 12 months



Demographically speaking...

**218,000**

monthly users to Motoring channel

**80%**

of the channel audience is male

**71%**

of the channel audience is ABC 1

## Audience lifestyle

### Multi-car households

- Telegraph.co.uk users are **17%** more likely to live in a household with 2 or more cars

### New car shoppers

- Our users are **29%** more likely than the internet average to have bought a brand new car in the last 12 months
- They are **20%** more likely to be intending to buy a car in the next 12 months

### Impressed by innovation

- Our users are **20%** more likely to agree "I like innovative cars"

# Telegraph Fantasy Games



Telegraph.co.uk users spent a combined

**2 years, 357 days**

on our fantasy football site on the day before the 2010 season

Demographically speaking...

**284,000**

Monthly users to Fantasy Games

**83%**

of the channel audience is male

**72%**

of the channel audience is ABC 1

## Audience lifestyle

### Fantasy Football 2009/10

- 192,000 teams
- 148,000 individual managers
- 5.4m player transfers
- 102m page views

### Sports fans

- Our users are **21%** more likely to have paid to watch a team sports event live
- They are **15%** more likely to watch team sports programmes on TV



# Products

# Telegraph TV

Demographically speaking...

**72%**

of our audience is ABC 1

**28%**

of the our audience falls into the ACORN category 'Wealthy Achievers'

Dwell times on our video pages are roughly

**3 times**

higher than the online average



## At a glance...

### Online Video consumers

- Telegraph.co.uk users are **90%** more likely than the online average to view TV online
- Our audience is **80%** more likely to download films or trailers

### Engaged audience

- Average dwell times for our video pages reach as high as **150 seconds** (Food) and are universally over 120 seconds

### Brand integration

- Flexible opportunities including Pre-Roll, inSkin player customisation and channel sponsorships to align your brand with our premium video content

# Behavioural Targeting



## At a glance...

### Precise targeting

- Target 100% of impressions to your target audience wherever they appear on telegraph.co.uk
- Audience Science technology allows precise segmentation by surfing and searching activity

### Premium audience

- 72% of our audience is ABC 1
- 54% have a household income over £30k

### Bespoke opportunities

- Ask us about building a bespoke audience for your campaign

# Mobile

## At a glance...

### Audience scale

- 300,000 monthly UK users
- 2.6 million UK monthly page impressions
- 5.2 million global impressions per month

### Constant, quality content

- Available on all handsets (with automatic device recognition)
- Constantly updated with latest content
- High quality editorial and video

### High-end users

- 48% of traffic via Apple
- 31% of traffic via Blackberry



# Mobile Apps

Users spend an average of

**15.1 minutes**

per session on the Telegraph News iPhone app



News  
 Formula 1  
 World Cup  
 Fashion  
 Fantasy Football  
 Crosswords  
 Sudoku

## At a glance...

### Large app audiences

- 149,000 monthly users on our news app
- Our 2010 World Cup app was downloaded over 300,000 times

### Rich content

- 123,245 monthly video views on our news app
- Sponsor integration opportunities for logos, pre-roll and banners on top-level pages

### Bespoke opportunities

- Opportunities to sponsor Telegraph apps, or creation of brand led, bespoke executions powered by the Telegraph

# Performance Network



## At a glance...

### Quality content

- Ads served on the full telegraph.co.uk portfolio, excluding only our premium channels

### Premium audience

- 72% of our audience is ABC 1
- 54% have a household income over £30k

### Optimised delivery

- DoubleClick technology optimises placement of ads as the campaign progresses for maximum possible ROI

# Formats

# Formats

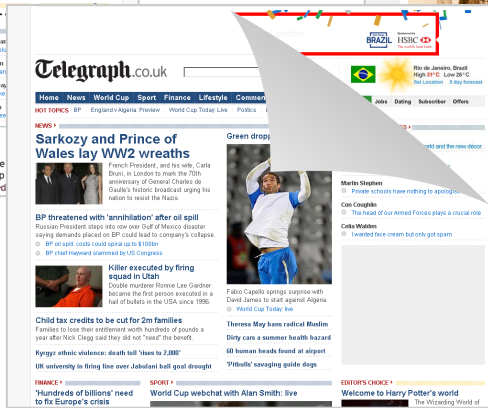
## Standard Formats

We accept most standard formats throughout our site. For specific details please download our formats document at [www.telegraph.co.uk/advertising](http://www.telegraph.co.uk/advertising)

### Megabanners



### Page Peel



### Fashion Masthead re-skin



### Bookends



## Non-standards and Takeovers

We welcome innovative formats - ask your rep about how we can accommodate your latest non-standard creative executions



# Example

The image shows a screenshot of the Telegraph.co.uk website with a large John Lewis advertisement overlaid. The website's header includes the Telegraph logo, a search bar, and navigation links for Home, News, Sport, Finance, Lifestyle, Comment, Travel, Culture, Technology, Fashion, and Motoring. A 'Subscriber' badge is also visible. The main content area displays several news articles, including 'Britain's coping class breaking pair' and 'Lib Dem ministers reject student fee rise'. The advertisement is for John Lewis, featuring a woman in a black dress and a green voucher code 'GLAMAWFF' that offers 20% off Jaeger Womenswear Orders. The ad also includes a 'Get your quote here >' button and the John Lewis Insurance logo.