

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

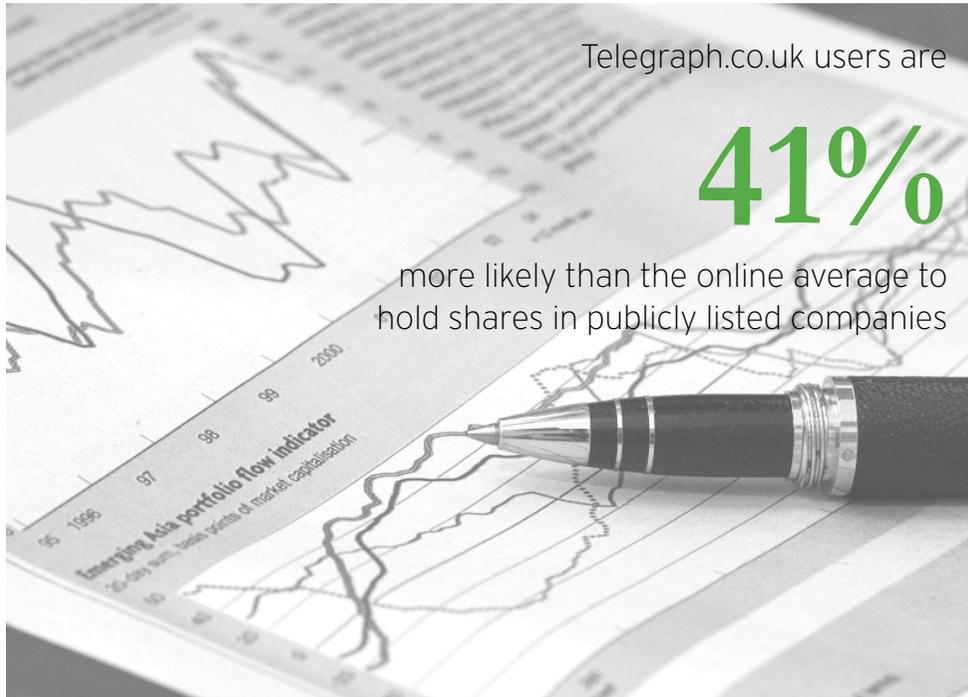
Keen spectators

- 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

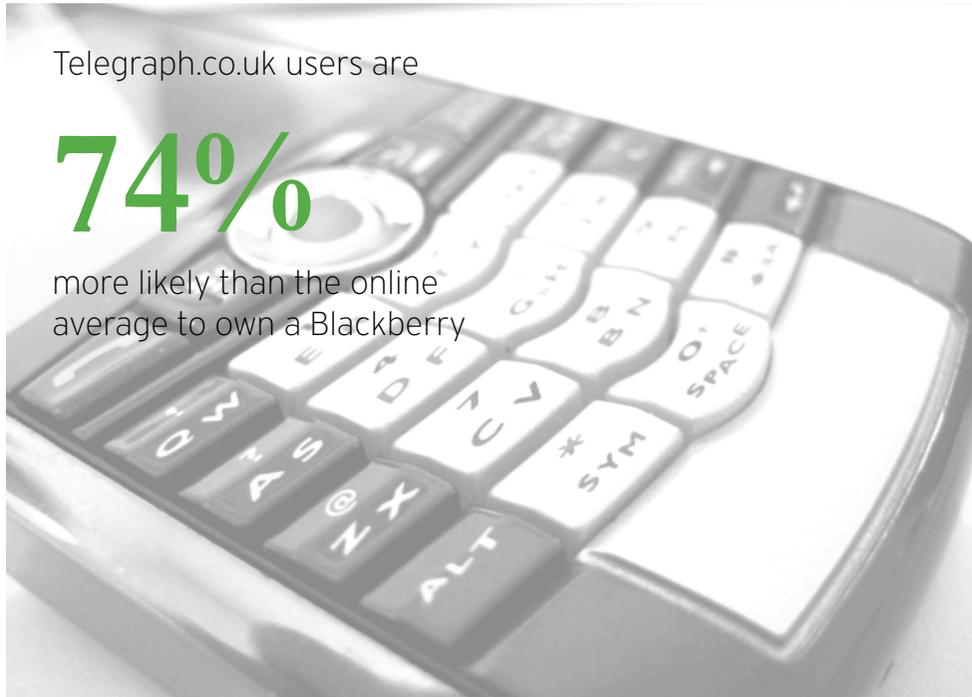
Online entertainment

- 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

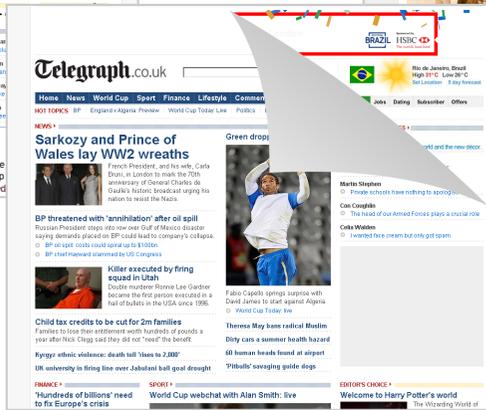
Standard Formats

We accept most standard formats throughout our site. For specific details please download our formats document at www.telegraph.co.uk/advertising

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. The page layout includes a top navigation bar with categories like Home, News, Sport, Finance, Lifestyle, Comment, Travel, Culture, Technology, Fashion, and Motoring. A search bar and a 'Subscriber' link are also visible. The main content area features several news articles, including 'Britain's coping class breaking pair' and 'Lib Dem ministers reject student fee rise'. A large, semi-transparent advertisement for John Lewis is overlaid on the right side of the page. The ad features a green background with a white ribbon and the text 'Get 20% off Jaeger Womenswear Orders at John Lewis with this voucher code'. Below the ad, the website's content continues with more news articles and a 'SPORT' section.

Top Bar: Last updated 5 minutes ago | Monday 11 October 2010 | Home feed | Log in | Register now

Search and Navigation: Telegraph.co.uk | SEARCH | ENHANCED BY Google | Subscriber see how much you can save

Navigation Menu: Home News Sport Finance Lifestyle Comment Travel Culture Technology Fashion Motoring Jobs Dating Offers

Hot Topics: Defence Chile Politics Commonwealth Games Football X Factor Strictly Come Dancing Terrorism in the UK

Left Column (Main Page):

- NEWS**
- Britain's coping class breaking pair**
Urgent action needed to help couples hit by the demands of...
Analysis: how fair is Britain?
Indians and Chinese get bett...
- MIS to 7**
MIS ques into bomb
- The 52 victims of the 7/7 terror
July 7 attacks: key questions
- Lib Dem ministers reject**
Nick Clegg, Vince Cable and higher fees in the Commons, p...
- Fury as Cap murder suspects**
Fami murder two r...
- Chile miners draw up contra**
- Met chief privately urges Ma**
- FINANCE**
- Currency wars are necessary if all else fails**
The US needs for a weaker dol the world can't easily handle it.
- Cameron's secret propo sell-off plan**
Government seeks massive pro sale to tackle £149bn deficit.
- Base metal prices jump**
- Currency wars are necessary if all else fails**
The US needs for a weaker doll and the world can't easily handle it.
- 'Traffic light' redundanc**
Orange and T-Mobile staff angr redundancy via colour code.

Right Column (Main Page):

- NEWS**
- Britain's coping class breaking pair**
Urgent action needed to help couples hit by the demands of...
Analysis: how fair is Britain?
Indians and Chinese get bett...
- The 52 victims of the 7/7 terror**
July 7 attacks: key questions for the 7/7 terror inquiry
- Lib Dem ministers reject student fee rise**
Nick Clegg, Vince Cable and other ministers will refuse to vote for higher fees in the Commons, party sources have said
- Fury as Iraqi judge frees Red Cap murder suspects**
Families of six military policemen murdered in Iraq react with disbelief as two men released after two-hour "trial".
- Chile miners draw up contract to share profits**
- Met chief privately urges May to protect police from law**
- FINANCE**
- Currency wars are necessary if all else fails**
The US needs for a weaker dollar and the world can't easily handle it.
- Cameron's secret property sell-off plan**
- SPORT**
- Terry injury adds to Capello woes**

John Lewis Advertisement:

John Lewis johnlewis.com

ENTER THIS CODE AT THE CHECKOUT
GLAMAWFF

Get 20% off Jaeger Womenswear Orders at John Lewis with this voucher code

Alex

COMMENT AND BLOGS

- Boris Johnson**
Road to university must start at five
- Charles Moore**
Can television put poetry on the menu?
- Alan Cochrane**
Alex Salmond: Scotland's spent force?
- Telegraph View**
Fair society does not mean an equal one

John Lewis Insurance: Get your quote here >