

# Our audience

Affluent

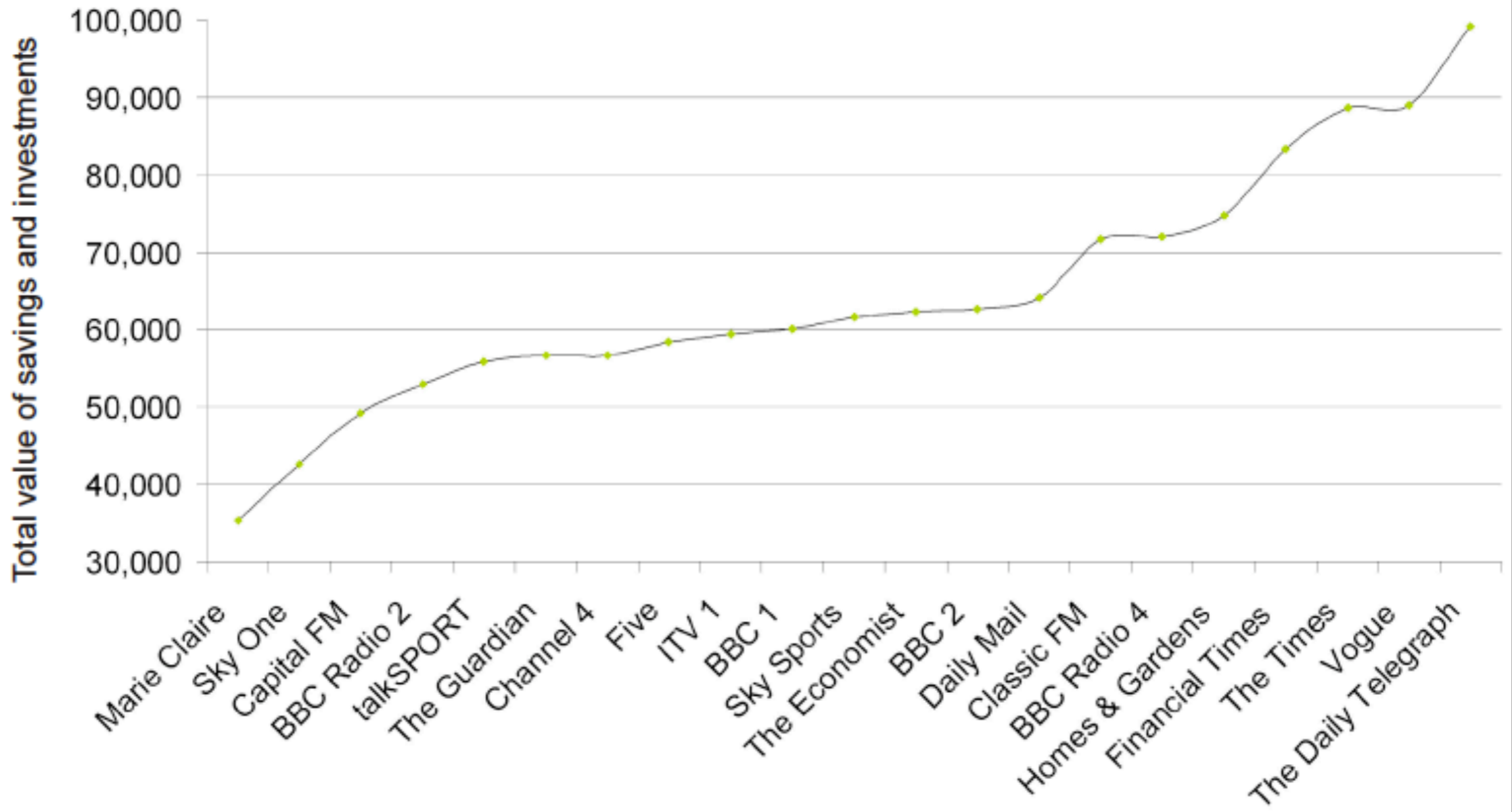
Loyal

Influential

Elusive

# Affluent

They have the greatest potential purchasing power



# Affluent

They are serious spenders in your sector

| Sector           | DT spend | TMG spend | TMG % of UK £ |
|------------------|----------|-----------|---------------|
| Grocery          | £4.1bn   | £16.7bn   | 16%           |
| Motoring         | £4.1bn   | £13.7bn   | 21%           |
| Fashion & Beauty | £2.2bn   | £7.9bn    | 18%           |
| Travel           | £2.2bn   | £6.9bn    | 20%           |
| Entertainment    | £186m    | £914m     | 17%           |
| New Technology   | £29m     | £124m     | 18%           |
| White goods      | £100m    | £479m     | 16%           |

In addition to this

One in two TMG customers have an ISA

One million go to the cinema once a month or more

215,000 go out for dinner at least once a week

One in eleven of The Daily Telegraph's readers own two or more properties<sup>2</sup>

TMG customers are defined by those who have read the last issue of The Daily Telegraph, or the last issue of The Sunday Telegraph, or have visited Telegraph.co.uk in the last 4 weeks.

Source: TGI Internet Wave 20 (April 2008 - March 2009) and Mintel, 2. Premier TGI 2009

# Loyal

We have a reliable reach

People define themselves by the newspaper they read.  
81% of The Daily Telegraph's readers look at no other quality daily. Half look at no other national<sup>1</sup>

Half subscribe to take The Daily Telegraph every day.  
Two thirds subscribe to The Sunday Telegraph<sup>2</sup>

Our audience will commit to your brand.  
Telegraph readers dedicate almost one hour every day in the week to reading our paper and a massive one and half hours on Saturday - more than the readers of other quality daily titles<sup>1</sup>

The same is also true online.  
Telegraph.co.uk's visitors don't just come in for one story they spend an average of 13 minutes looking at our pages<sup>3</sup>

1.3 million of our customers have given us their email address<sup>4</sup>

700 readers each day compete for a place on our letters page<sup>4</sup>

# Influential

We influence the influencers

Our readers are connectors.

They know people across an array of social, cultural, professional, and economic circles. They thrive on making introductions and act like sales people – passing on their accumulated knowledge to those who surround them.

More Chairman, CEOs, MDs and Directors turn to The Daily Telegraph than any other quality daily<sup>1</sup>

More people who are involved with, belong to, or help out at a community organisation or social club read The Daily Telegraph than any other quality daily<sup>2</sup>

The sociable classes rely on us too.

More people who entertain at home and often have friends over to eat are regular readers of The Daily Telegraph than any other quality daily<sup>3</sup>

Online.

More of our stories have been recommended by the Digg community than any other media owner in the world<sup>4</sup>



I can't go the day without having sight of The Daily Telegraph's Letters page, there are at least four stories on it per day.

Jeremy Vine

Source: Premier TGI 2009, 2. TGI Internet Wave 20 (April 2008 - March 2009), 3. TGI GB 2009 Q4 (July 2008 - June 2009), 4. Di66.net Top Sources (365 days) January 20, 2010

# Elusive

Hard to reach elsewhere

## Television

61% of The Daily Telegraph's readers are light  
When they do watch, BBC 1 is the channel of choice for 57%<sup>1</sup>

## Radio

42% of The Daily Telegraph's readers are light radio listeners<sup>1</sup>  
Again, when they do listen 27% are heavy BBC listeners  
compared to just 7% who are heavy commercial listeners<sup>1</sup>

## Press

Half of The Daily Telegraph's readers look at no other paper.  
90% of Telegraph magazine's readers look at no other  
fashion magazine, 85% read no other health and beauty  
magazine, 78% read no other home interest magazine and  
72% read no other food magazine<sup>3</sup>

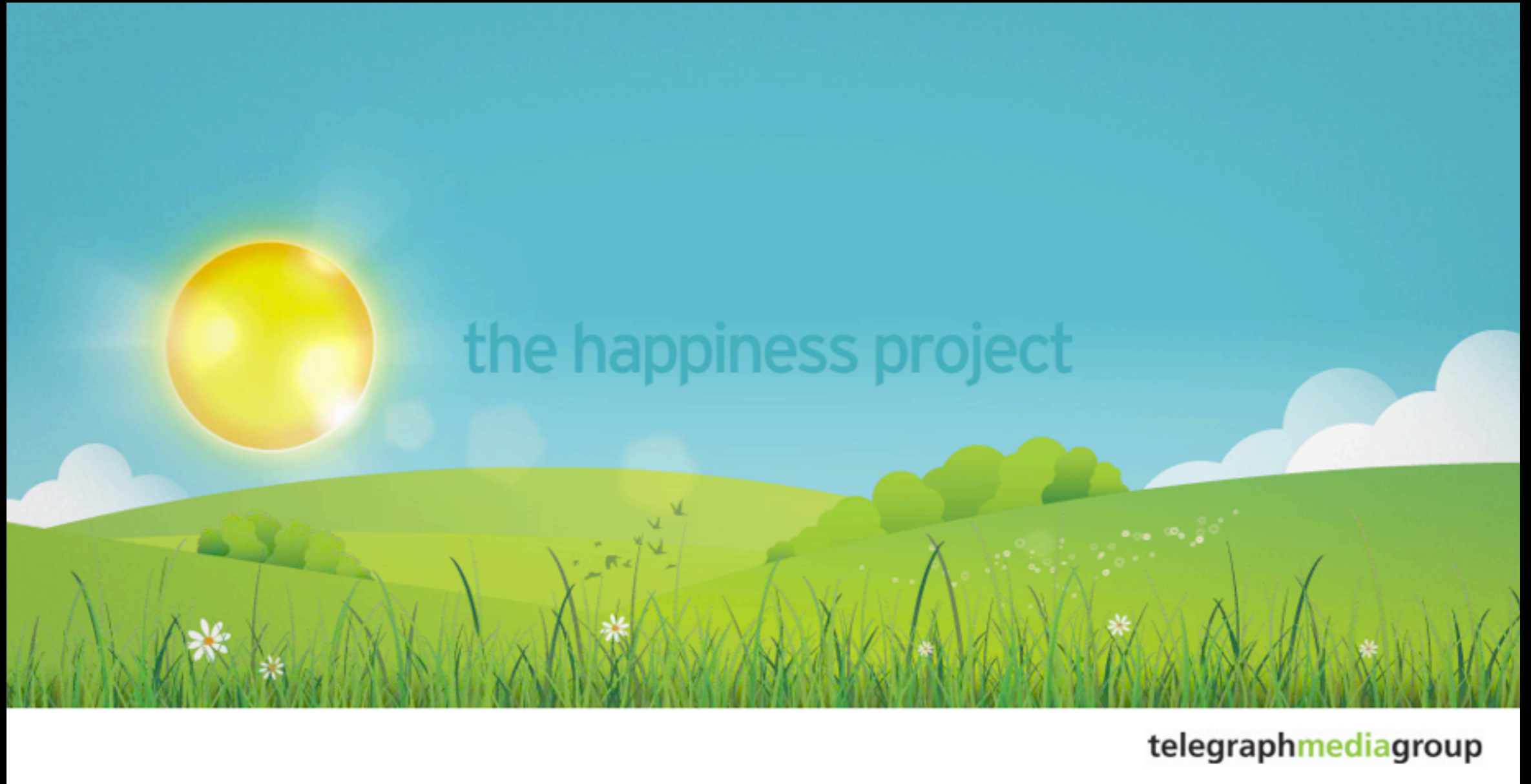
## Online

1 in 3 visits to Telegraph.co.uk are direct - from a homepage,  
a bookmark or the user typing Telegraph.co.uk into the  
address bar - not via search or any other traceable link.<sup>4</sup>



Nearly one in three of all those who listen to The Today Programme are daily, Sunday or online Telegraph customers.<sup>2</sup>

# Happy



Click on the image to see why our readers spend more and are more responsive to advertising



# Targetable

## Work Hard Play Hard



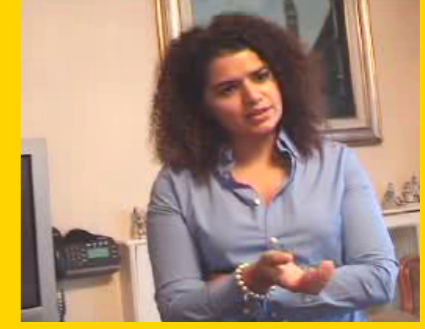
Young and driven individuals living life at a fast pace - ambitious, active, career-minded

## Family Focused



Busy adults settling down into a life of routine and family responsibility - family focused, 'nest building'

## Living The Dream



Switched-on and savvy professionals with diverse interests and a broad outlook - enterprising, up-market, educated

## Established Elite



Upstanding citizens, typically married, middle-aged and with a successful career. Self-assured, well-informed, patriotic, conservative

## Platinum Spenders



Older affluent individuals - many are retired. Time-rich and enjoying the good things in life

## Discerning Indulgers



Middle-aged and older individuals, modest and frugal. They tend to be cautious in their purchase habits and outlook on life