

# Our platforms

# Our papers

## The benefits

- Mass reach with targeting<sup>1</sup>
- Fast coverage and topicality<sup>2</sup>
- Creativity, immediacy and a lasting effect on sales<sup>3</sup>
- The best partner to TV and a proven driver of traffic to websites.
- Low production costs and permanence

**Tanya Gold** PAGE 29  
Sorry, but I just can't stand Cliff Richard

**Judith Woods** PAGE 29  
Hallowe'en is for horror not holiness



# The Daily Telegraph

Thursday, October 14, 2010 FINAL

NEWSPAPER OF THE YEAR

No 48,325 £1.00

## After 69 days, Mario emerges as a miner star



**Middle class hit again with tax raid on pensions**

**World transfixed by the great escape**

**Public backs benefit cuts - but billions more to come**

**200 quangos to go in Cameron's bonfire**

**Simple £5.50 test could lead prostate cancer screening**

**Con Coughlin: Do we need cyber guards or soldiers?**

**Bryony Gordon: How I made a complete spectacle of myself**

**Stephen Pollard: It's a funny old thing, Jewish humour**

**CLIFF'S GREATEST HITS: 50-TRACK DOUBLE CD FOR EVERY READER**

# The Sunday Telegraph

**2 FOR 1 AT CAFE ROUGE**

**STELLA THE FOOD ISSUE**

FABULOUS RECIPES FROM NIGELLA LAWSON, DELIA SMITH, RUTH ROGERS, NIGEL SLATER AND DIANA HENRY

## Kidnapped aid worker dies in rescue shoot-out

British woman blown up by captors after Nato commanders oversee plans to negotiate for her release and send in US special forces

## Public backs benefit cuts - but billions more to come

Public backs benefit cuts - but billions more to come

**Flight Sale 50% off**

flybe.com

THE WEEKLY WORLD EDITION OF The Daily Telegraph AND The Sunday Telegraph

# The Telegraph

**BLOCKBUSTER**

Gauguin at the Tate Modern is the show of the season

## Cameron's radical plan for defence of Britain

Rory roars after 'greatest performance'

EU ruling: British rules on migrant welfare judged illegal

TV tango: Stars take to the stage as Strictly Come Dancing returns

Debt ransom: Hedge funds put Anglo Irish rescue at risk

150th ANNIVERSARY 1860-2010



# Chopard

HAPPY SPORT COLLECTION

# Our papers

## The big numbers

- National newspapers are read by 76% of adults in a week<sup>1</sup>
- The Daily Telegraph is Britain's best-selling quality daily outselling its nearest competitor by a third<sup>2</sup>
- It has 1.9 million readers in the week and 2.2 million on Saturday<sup>1</sup>
- The male female split is 56:44<sup>1</sup>
- 59% are AB<sup>1</sup>
- 49% live in London and the South East<sup>1</sup>
- The Sunday Telegraph has 1.7 million readers<sup>1</sup>
- The Telegraph, our weekly world edition, is read by 110,000 Expats every week<sup>3</sup>



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**BOOK NOW** For holidays through to 11 June 2011

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\* Terms & conditions apply. Book by 15 October 2010. Offer valid up to 11 June 2011. AIRTA LANCIA practices. BRITISH AIRWAYS Appointed Operator

# Our sections

## Monday-Friday

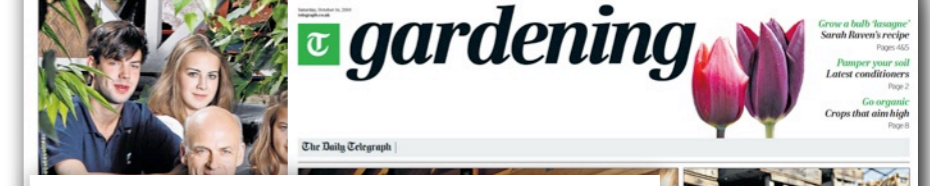
Business, Sport and Arts: everyday  
 Fashion: Monday and Wednesday  
 Small businesses: Tuesday  
 Fine Art: Tuesday  
 Travel: Wednesday  
 Jobs: Thursday  
 Music: Thursday  
 Film: Friday

## Saturday

Sport, Travel, Property, Gardening, Motoring,  
 Your Money, Weekend, which includes Food and Drink,  
 Outdoors, Health, Family and Education and Pets, plus Review, which  
 includes Arts, Books, Entertainments, TV and Radio

## Sunday

Sport, Travel, Money, Jobs, Business and Life, which includes  
 Property, Gardening and Shopping



# Our magazines



Saved as a treat



Retained for when I  
am curled up in bed



Revisited across the  
course of the week



Enjoyed with a cup  
of coffee and a cat  
clamped to my  
shoulder

# Our magazines

Telegraph magazine is our award-winning weekend magazine. It is written to provide a stimulating mirror on life and relied on by readers to show them what they should be shouting about. Its intelligent and balanced reporting is praised for providing a proper insight on all things from world affairs to the world of the arts. Its fashion has a global following. Its recipes are simply followed.

## The numbers

- 1.8 million readers - more than Hello, Good Housekeeping, Vogue, Glamour, Marie Claire, BBC Good Food, Homes & Gardens and BBC Gardeners World to name but a few
- The male female split is 50:50
- 59% are AB
- 44% live in London and the South East



# Our magazines

Stella magazine prides itself on its contradictions: it's a fashion magazine that believes there's more to life than clothes; a woman's magazine that is read by men; a visual feast that has excellent features in it, too. Stylish, intelligent, warm, witty, Stella is a one-of-kind title which boasts an incredibly loyal cross-generational readership with money to spend on their wardrobes, their homes and their holidays.

## The numbers

- One million readers
- The male female split is 36:64
- 58% are AB
- 41% live in London and the South East



# Our magazines

'Seven' is The Sunday Telegraph's magazine of arts, books and ideas. It's a lively mix of authoritative, up-to-the-minute reviews, definitive TV listings and must-read interviews and globe-trotting reportage, aimed at pop culture addicts who like their fix served with more elegance and refinement than usual.

## The numbers

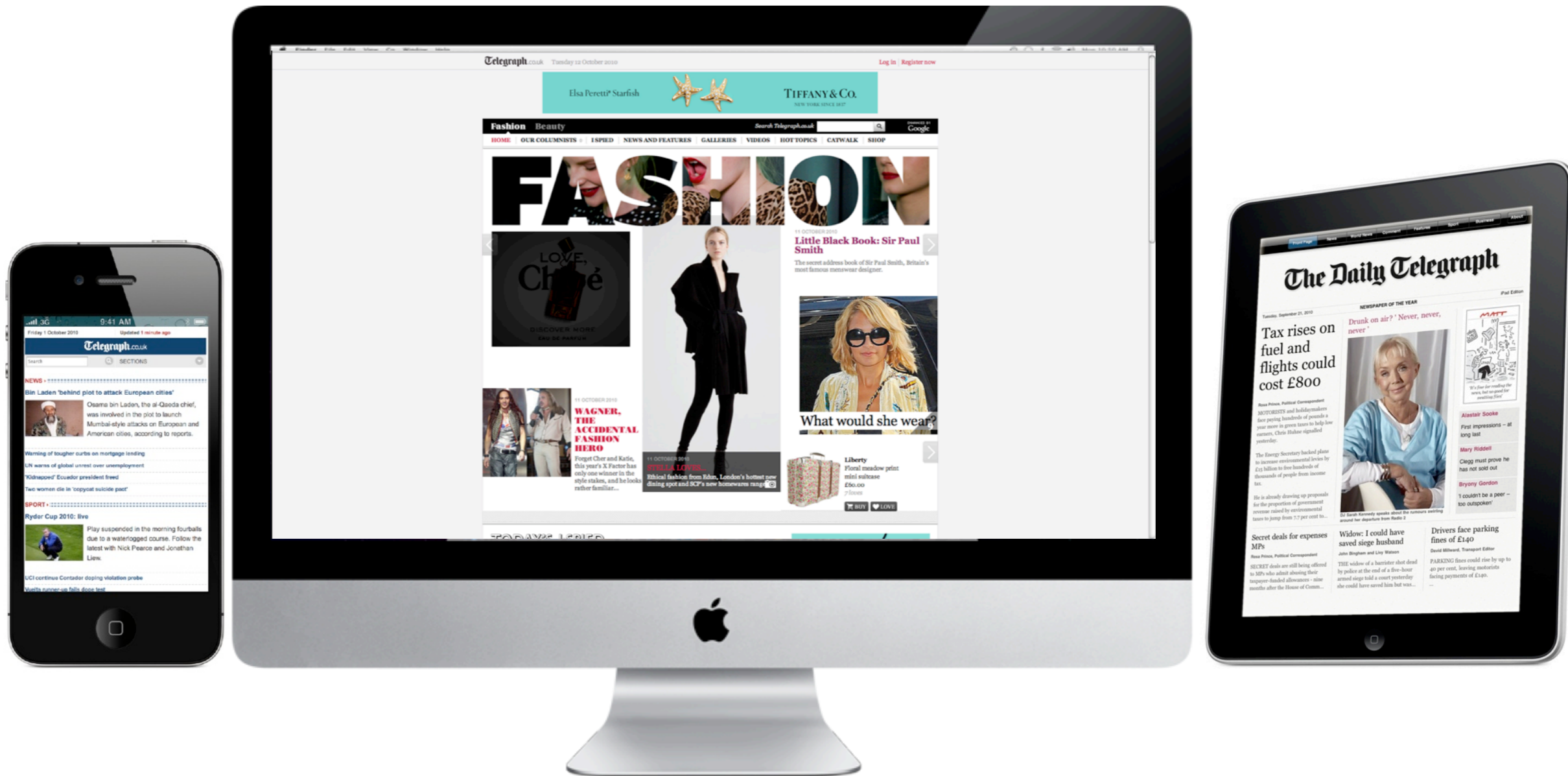
- One million readers
- The male female split is 43:57
- 61% are AB
- 41% live in London and the South East





# Our digital platforms

The Telegraph was the first newspaper in Europe to launch a website. This was such an innovation that it wasn't until a year later the browser Internet Explorer became available. As you will see over the next few pages we don't stop innovating there. For example, we were also the first UK newspaper to launch a daily news podcast. The first UK newspaper to produce daily TV programmes. The first UK newspaper to allow its readers to blog and the first UK newspaper to launch a news app on the Google Android platform. Even today, this desire to push technology and customer experiences to new limits continues.. Our new fashion website is testament to this.



# Telegraph.co.uk

## A familiar audience

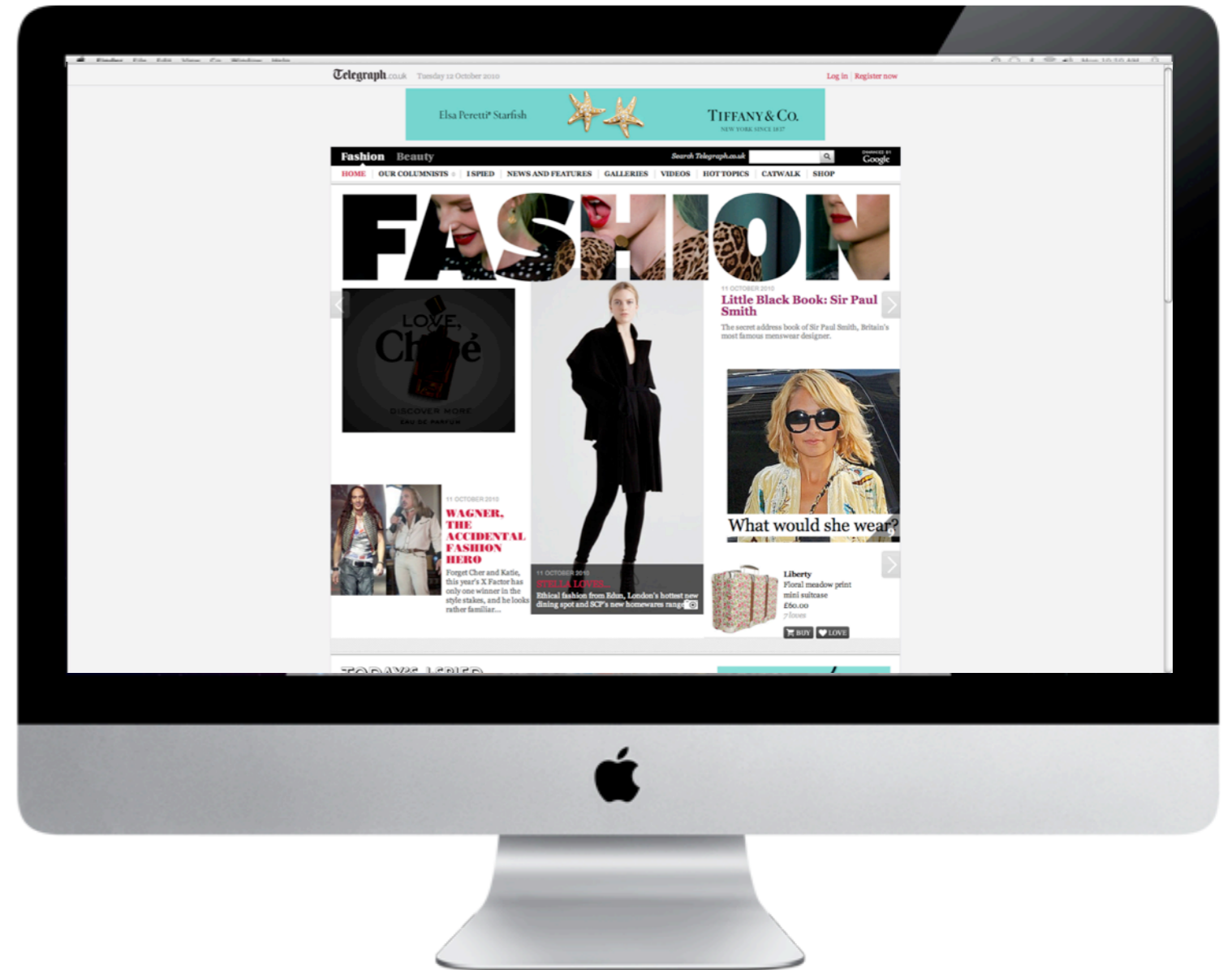
Our affluent, loyal, influential and elusive newspaper audience who want to stay connected to our insights or simply want to know more.

## A new digital generation

They have the same values as our familiar audience and they turn to us for our trusted insights, they are just at a different life stage, younger and hungry for information on the move.

## The big numbers

- The fastest-growing UK newspaper website<sup>1</sup>
- 31 million global uniques<sup>2</sup>
- 10 million UK uniques<sup>2</sup>
- Average age: 43<sup>3</sup>
- 68% male<sup>3</sup>
- 40% AB<sup>3</sup>
- Average time per visit: 13 minutes<sup>4</sup>— so they are not just coming in from search for one story and going off again.



# Telegraph TV

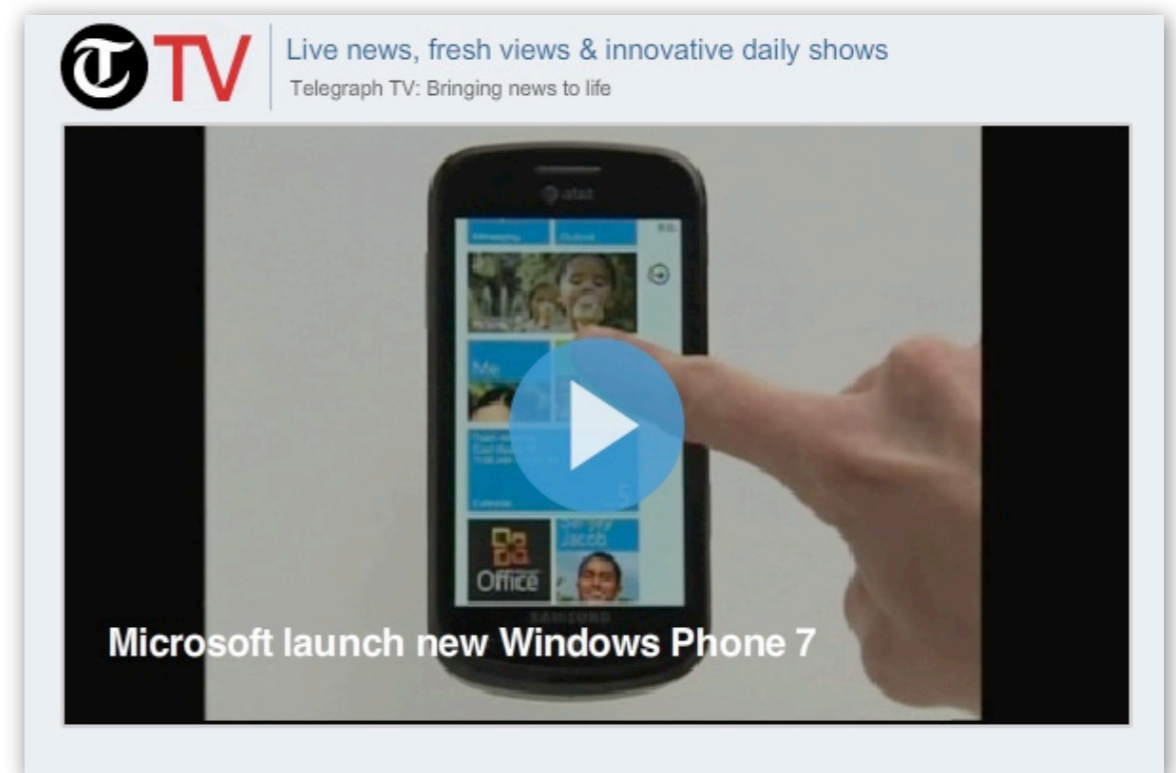
The Telegraph was the first UK newspaper to produce daily TV programmes. Today, alongside our regular shows we also bring many news and current affairs stories to life with video footage.

Commercial opportunities include, pre and post rolls, in skin advertising and sponsorship.

Our regular programmes include:

- News Now
- Business Bullet
- Your Money, Their Hands
- Five Minute Food
- Ten Minutes to Table
- Culture Minute
- The Gadget Inspectors
- Weird Stuff

In addition to these programmes, we also invest heavily in our fashion video content. As you can see from our website, we cover all of the big catwalk shows and get exclusive access to most of the designers tell us the stories behind their collections.



# Our daily emails

If you are looking for a direct route to your target audience then the opportunity doesn't get any better or bigger than through our requested email alerts.

The alerts we send include:

- News
- Politics
- Sport
- Finance
- Personal Finance
- Coment
- Travel
- Culture
- Technology
- Motoring
- Promotions
- Gardening
- Expat
- How about That

Introducing Telegraph Fashion

Telegraph.co.uk

The last word in



Dear Gavin,

Phew, the collections are over for another season. We've seen the future of fashion and we like it in all it's bold, colourful, nude, tribal, floral, metallic, fringed glory. Confused? Don't panic, we've got a few months to decipher it all for you before you need your spring/summer look sorted.

Meanwhile, sit back and click through the highlights from **Paris Fashion Week** including Hilary's exclusive interviews with **Karl Lagerfeld**, **Sir Paul McCartney**, **Carine Roitfeld** and 'The Lady Gaga of Fashion Week': **Anna Dello Russo**.

### Trending: Polka dots



Move over stripes, there's a new print on the block.

MORE >>

### I·SPIED

Our expert editors and contributors select the best fashion, accessories and beauty products from the high street to the catwalk. Spy it, love it, buy it!



Zara, Studio woollen cape £99

MORE >>



Alexander McQueen

## MID-SEASON SALES

Take advantage of the fabulous mid-season sales

With big discounts on the leading fashion outlets, including: Asos, Jaeger and House of Fraser, you'd be crazy to miss out



# Our new iPad App

Already No.1 in the iTunes iPad News App chart. Our App offers the best of the Telegraph on your iPad for free thanks to a deal with Audi UK, who have signed up as sponsor for the launch.

The application, includes the editors' pick of national and world news, sport, finance, comment and features. With easy navigation, readers can also view content offline including the popular daily Matt cartoon. Each day's edition is be available to download, from 5am, and the App is published seven days a week



# Telegraph.co.uk on your mobile

Our new-look mobile website offers users a snapshot of the latest news and features from the full website optimised for use on a mobile device.

The home page delivers the latest major News, Sport, Finance and Technology articles of the day in a format that is easy to navigate on any handset. There is also easy navigation through the site to view our other sections, including Culture, Comment, Travel, Motoring and Lifestyle.

Users can Search to find the topic or article they are looking for, or on a smartphone the content sections of the site are accessed via a handy drop-down menu.

The full website can also be accessed from the foot of the home page.

## The big numbers

- 25% of iPhone owners are Daily, Sunday or online Telegraph customers<sup>3</sup>
- In September, our mobile site delivered 5.3m page views to an average of 71,000 visitors a day



# Our family of APPs

390,000 people already have our Telegraph News App on their phone<sup>5</sup> and our newer Apps are proving just as popular.

The best news though, is that we now have the expertise and the technology to make any App we want. We just need the right partner. So if you want to do something special in this exciting new market, give us a call.

### The big numbers

- 25% of iPhone owners are Daily, Sunday or online Telegraph customers<sup>3</sup>
- 390,000 people have a Telegraph App on their phone<sup>5</sup>





# displaysupplements

• timely • tailored • targeted

We produce hundreds of bespoke and targeted supplements throughout the year. For details of our forthcoming supplements, call Keir McCumiskey on 020 7931 3259 or to talk about a bespoke supplement, call Jon Tickner in our Create team on 020 7931 3369





# Our 2011 magazine specials



Telegraph Fashion – Women  
 Saturday, March 12  
 Saturday, September 10

Telegraph Fashion – Men's Style  
 Saturday, March 26  
 Saturday, September 24



ST Fashion – Women  
 Sunday, March 20  
 Sunday, September 18

ST Men  
 Sunday, April 10  
 Sunday, October 2

ST Kids  
 Sunday, April 3  
 Sunday, September 4

ST Watches & Fine Jewellery  
 Sunday, November 20



Ultratravel  
 Saturday, March 5  
 Saturday, May 14  
 Saturday, September 3  
 Saturday, November 5



Telegraph Luxury  
 Saturday, November 12

# Classified

Classified advertising is essential in all of our lives. From finding a new job, a house or a car, to choosing a film to watch or proudly announcing a marriage or birth.

Not surprisingly, Classified advertising is an essential part of all of our sections.

To discuss the opportunities available and the best sections for you, call Alex Nickolay-Kell on 020 7931 3064.

**CAMPBELL SLIGHT.**—On September 27th 2010, to OLIVIA (née Inglefield) and JOHNNY, a son, Archie Gilbert.  
*Online ref: A123327*

[savills.co.uk](http://savills.co.uk)



**A great lifestyle opportunity  
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**Incredible.** Who has opportunities for sales people who know their customers and deliver results? **We do.**



**Recruitment networking events for sales professionals. Across the UK.**

Incredible, isn't it? Here at NFU Mutual, we're proud to be celebrating 100 years of providing outstanding personal service. Today, we're a leading UK rural insurer and financial services company with a portfolio of quality products, over 300 UK offices, a 3,000 strong team, and an annual turnover of some £1 billion. But we won't stop there. We continue to grow into new commercial markets, providing outstanding career opportunities within our tied Agencies network for proven sales professionals. To find out more about these exciting opportunities, please visit our recruitment website [www.nfumutual-agencies.co.uk](http://www.nfumutual-agencies.co.uk) and register your interest in attending an event close to you.



# Inserts, barn doors, tip-ons, cover wraps, you name it...

we can do it. We can also micro target as well. For the best advise, call Nick Barnard on 020 7931 3333



# Access to our subscribers

The Telegraph has more loyal customers than any other newspaper in Britain. 340,000 people subscribe to get our papers every day. To thank them we like to give them exclusive offers in return. We do this through our DM packs, Subscriber website, events and in-paper advertising.

If you think you can offer our most valuable customers something that will save them money or make their lives better, then call Shelley Bishton on 020 7931 2944.

The screenshot shows the Telegraph.co.uk website's subscriber section. At the top, there is a navigation bar with 'Telegraph.co.uk', 'LOGIN / FIRST TIME HERE?', '>Subscribe<', and 'How to Register'. The main header features the 'Telegraph Subscriber' logo with the tagline 'More from the Telegraph for less'. Below this, a large banner highlights subscriber benefits: 'You can also enjoy exclusive subscriber privileges from our trusted partners today and save up to 25%'. A 'MORE INFO' button is present. To the right, a 'First time on the site?' section asks users to verify their email address to access subscriber-only offers, with a 'Verify' button. A secondary banner titled 'Exclusive privileges, only for Telegraph Subscribers' states that the privilege card is the key to hand-picked offers and discounts. Below this are four featured offers:
 

- > Home & Garden:** Two-for-one and concession price entry with Gardens to Visit (image of a garden).
- > Travel:** Save up to 50% on Pousada hotels (image of a hotel building).
- > Food & Drink:** Cafe Rouge - Free starter or dessert (image of a plate of food).
- > Fashion & Beauty:** Free treatment at Champneys Spa Resorts (image of a woman receiving a spa treatment).

 At the bottom, a black bar contains the text 'Not a Telegraph Subscriber? Become one today' with a right-pointing arrow.

# Fantasy Games

Our Fantasy Football game is the currently played by 160,000 managers. As a commercial partner you get to talk to these football fans constantly through our website, twice a week through manger email updates and also through our Wednesday Sport section.

Our cricket game works in a similar way and there are plans afoot for many more games next year.

To talk to the team, call Jon Richards on 020 7931 2958



**Telegraph Fantasy Cricket 2010**

EMAIL  PASSWORD  LOGIN>> [Forgotten login details?](#)

**Telegraph Fantasy Cricket**

The County Championship is underway and Telegraph Fantasy Cricket is also back - for its 15th season. Select a Telegraph Fantasy Cricket County Challenge team made up of players from the 18 first class counties and challenge your friends to find out who really knows their cricket. It's great fun to play and there's £20,000 up for grabs.

**Telegraph Fantasy Cricket - County Challenge**  
£20,000 to be won

**Free Wisden Cricket Magazine**

Everybody signing up to Telegraph Fantasy Cricket this summer can claim a copy of The Wisden Cricketer, the world's number one cricket magazine - usual price £3.95 - absolutely free. Sign up now

**Telegraph Fantasy Football 2010/11**  
£100,000 to be won

**New County Championship-only format**

We've taken on-board a lot of feedback from Fantasy Cricket managers during the last couple of seasons and the clear message was that Telegraph Fantasy Cricket needed to get back to basics. We've listened and we hope you like the result: a game based purely on Divisions One and Two of the County Championship that's easier to follow thanks to one clear scoring system and a far more

Play Telegraph Fantasy Football | Login

**Telegraph FANTASYFOOTBALL 2010/11**

Home Login

**Telegraph Fantasy Football: Team Selection**

Select 11 players from the list below in one of four formations. The total value of your team must be £50m or less. For a complete guide to Telegraph Fantasy Football, scroll down to the Information Centre.

Name	Team	Value	FORMATION		
			GK	DEF	MID
Cech, P	Chelsea	£4.0m	16.5%	34	0
van der Sar, E	Man Utd	£3.9m	9.8%	21	0
Reina, J	Liverpool	£3.8m	10.8%	12	0
Gomes, H	Tottenham	£3.6m	5.0%	10	0
Almunia, M	Arsenal	£3.5m	1.7%	18	0
Given, S	Man City	£3.5m	0.8%	-	-
Friedel, B	Aston Villa	£3.4m	3.6%	15	0
Howard, T	Everton	£3.4m	4.2%	20	0
Sorensen, T	Stoke City	£3.3m	1.0%	20	0

Formation: 4-4-2 | 4-3-3 | 4-5-1 | 3-5-2 | Remaining Budget: £50.0m

**GAME INFORMATION**

- How to Play
- Special Offers
- New Features
- Free game
- Prizes
- Club Guides
- Super Leagues
- FAQs

**REGISTER**

Team name

Email

Do you have a Telegraph Fantasy Games password?

# Promotions

Every day we work with promotional partners to offer our customers an exclusive offer or experience and at the same time launch a brand or promote a product or service. The results are simply eye watering. For example 38,000 rolls of gift wrap were redeemed from M&S by 10am on a Saturday due to a promotion with us.

To talk to our team call Paul Roberts on 020 7931 2904 .

 THE BEST VALUE VOUCHERS AND CODES FOR CHRISTMAS SHOPPING BARGAINS [TELEGRAPH.CO.UK/DISCOUNTVOUCHERS](https://www.telegraph.co.uk/discountvouchers)

# The Daily Telegraph

**FREE M&S CHRISTMAS GIFT WRAP**

WORTH £5

**PICK IT UP IN STORE TODAY**  
SEE PAGE 38

As you have just seen, the opportunities to talk to our customers are endless. The icing on the cake for us is our multi award-winning Create team who can take your brief and then come back to you with a fully integrated campaign that uses the most suitable of our platforms. To see what they can do for you, call Jon Tickner on 020 7931 3369.

