

QUICK GUIDE¹

Period: November 2010

Global Monthly Domain	Page Views	Unique Browsers
Telegraph.co.uk	293,863,408	32,896,824
Guardian.co.uk	305,961,619	40,804,452
Independent.co.uk	58,113,969	11,998,851
Dailymail.co.uk	467,562,103	51,434,953

Global Daily Domain	Page Views	Unique Browsers
Telegraph.co.uk	9,795,447	1,724,153
Guardian.co.uk	10,198,721	2,324,949
Independent.co.uk	1,937,129	559,927
Dailymail.co.uk	15,585,403	2,939,799

UK Monthly Domain	Page Views	Unique Browsers
Telegraph.co.uk	156,377,835	11,246,502
Guardian.co.uk	-	16,479,006
Independent.co.uk	30,886,569	5,186,550
Dailymail.co.uk	281,930,910	19,502,948

TOP CHANNELS²

November 2010

	Page Views	Unique Browsers
News	72,857,965	15,705,761
AllSport	41,714,550	4,993,299
Sport exl Fantasy	29,745,637	4,759,230
Culture	14,413,169	4,308,147
AllFinance	23,941,108	4,063,981
Portal	66,853,902	3,829,987
Finance	21,273,104	3,681,486
Blogs	7,348,377	2,728,012
Technology	6,050,495	2,413,600
Mobile	8,070,635	2,299,019
Travel	8,378,377	1,434,463
Science	3,500,155	1,357,411
Earth	6,704,690	1,223,861
Health	2,340,377	1,147,041
Fashion	10,497,484	1,137,981
Comment	3,871,241	965,507
Personal Finance	2,668,830	826,544
Motoring	4,150,712	787,877
Education	2,160,778	773,219
Food & Drink	1,675,786	672,669
Property	1,998,937	427,983
Fantasy Games	11,969,035	322,654
Jobs	1,984,327	287,653
Gardening	851,464	205,590
Telegraph Offers	1,033,968	199,672



The Telegraph

ABCe NOVEMBER 2010

MONTHLY HIGHLIGHTS

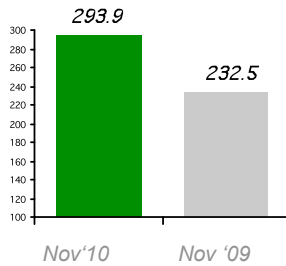
- Telegraph.co.uk had **32.9 million** global unique browsers in November '10; an increase of **+6.8%** from November '09. Page views were up **+26.4%** year on year to **293.9 million**.
- In November Telegraph.co.uk had **11.2 million** UK unique browsers; an increase of **+8.4%** yr on yr. UK Page views were up **+32.5%** to **156.4 million**.

DAILY FIGURES

- Telegraph.co.uk has **1.7 million** global unique browsers per day, up **+6.0%** year on year
- Daily page views were up **+26.4%** year on year to **9.8 million**

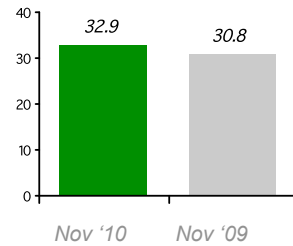
PAGE VIEWS

Total Monthly Page Views (millions)



UNIQUE BROWSERS

Total Monthly Unique Browsers (millions)

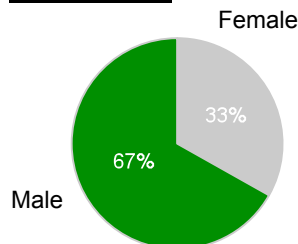


TOTAL TIME SPENT

- On average people spent an average of **14m : 44s** on Telegraph.co.uk per visit in November 2010²

DEMOGRAPHICS OF VISITORS TO THE TELEGRAPH³

Profile: Gender



Profile: Age & Social Grade

Average Age: 40

