

	July 09 - June 10 ('000s)	July 08 - June 09 ('000s)	YOY % +/-
Totals	49,757	49,336	0.9
Monday - Saturday			
Daily Telegraph	1,796	1,843	-2.6
The Times	1,673	1,801	-7.1
Financial Times	404	430	-6.0
The Guardian	1,132	1,205	-6.1
The Independent	607	679	-10.6
Daily Mail	4,896	4,846	1.0
Daily Express	1,463	1,624	-9.9
Saturday			
Daily Telegraph Saturday	2,084	2,147	-2.9
The Times Saturday	1,738	1,800	-3.4
Financial Times Saturday	275	330	-16.7
The Guardian Saturday	1,314	1,457	-9.8
The Independent Saturday	542	565	-4.1
Daily Mail Saturday	5,797	5,818	-0.4
Daily Express Saturday	1,492	1,693	-11.9
Sunday			
The Sunday Telegraph	1,563	1,672	-6.5
The Sunday Times	3,153	3,194	-1.3
The Independent on Sunday	623	646	-3.6
The Observer	1,138	1,374	-17.2
The Mail on Sunday	5,028	5,466	-8.0
Sunday Express	1,533	1,676	-8.5
Saturday Magazines/Supplements			
Telegraph Magazine (Telegraph on Sat)	1,735	1,827	-5.0
Your Money (Telegraph on Sat)	1,247	1,282	-2.7
The Times Magazine (Times On Sat)	1,451	1,520	-4.5
Playlist (Times On Sat)	1,147	974	17.8
Weekend (Gua On Sat)	1,160	1,263	-8.2
Money (Gua On Sat)	708	852	-16.9
The Guide (Gua On Sat)	1,102	1,218	-9.5
Independent Magazine (Inde On Sat)	437	475	-8.0
The Information (Inde On Sat)	403	421	-4.3
FT Money (FT On Sat)	233	289	-19.4
Weekend (Daily Mail on Saturday)	5,244	5,274	-0.6
Saturday (Daily Express On Saturday)	1,293	1,456	-11.2
Sunday Magazines/Supplements			
Seven (Sunday Telegraph)	976	1,062	-8.1
Stella (Sunday Telegraph)	943	1,053	-10.4
Money & Jobs (Sunday Telegraph)	747	870	-14.1
Business (Sunday Telegraph)	849	938	-9.5
Sunday Times Magazine	2,674	2,730	-2.1
Culture (The Sunday Times)	2,410	2,432	-0.9
Style (The Sunday Times)	2,122	2,204	-3.7
Business (Sunday Times)	1,748	1,817	-3.8
Money (Sunday Times)	1,818	1,894	-4.0
The New Review (Inde On Sunday)	422	475	-11.2
Observer Magazine	923	1,109	-16.8
You (MOS)	3,973	4,376	-9.2
Live (MOS)	3,578	3,935	-9.1
S Magazine (Sunday Express)	1,219	1,318	-7.5
Sunday Express Financial	618	970	-15.7

Note that due to 95% confidence limits with readership data, please use any year on year comparisons (especially with demographics) with care

NATIONAL DAILIES

Monday to Saturday

- The Daily Telegraph has **1,796,000** readers every day
- The Daily Telegraph has **123,000 more readers** than its closest competitor, **The Times (1,673,000)**
- Daily Telegraph readers spend an average of **56 minutes** reading their paper, longer than readers of any other quality & mid-market daily. (Times: 48 minutes, Guardian: 53 minutes, Daily Mail: 46 minutes)
- 1,073,000** (profile: **60%**) of **The Daily Telegraph's** readers are **AB Adults**, **1,565,000** are **ABC 1 adults** (profile: **87%**), This is **112,000** more than **The Times (1,453,000)**
- The **Daily Telegraph's** readership amongst **men** is **948,000** (profile: **53%**) and **848,000** are **women**
- 765,000 ABC 1 women** now read **The Daily Telegraph**. (Times 630,000)
- The Daily Telegraph has **318,000 ABC 1** readers aged 44 and under (profile: 18%)
- 1,484,000 (83%)** of Daily Telegraph readers do not read another **quality** daily newspaper. This is a higher solus than any other quality daily newspaper (Times 77%). **1,322,000 (74%)** DT readers read no other **quality or mid-market newspaper**
- 63% of Daily Telegraph** readers have **outright home ownership**, higher than any other quality/mid-market newspaper (Times: 42%, Daily Mail: 53%, Mail on Sunday: 46%)

Saturday

- The Daily Telegraph has **2,084,000** readers on **Saturday**, **346,000** more than The Times on Saturday which reaches **1,738,000**.
- The Daily Telegraph on Saturday has **891,000 ABC 1 male** readers, **95,000** more than The Times on Saturday (796,000)
- Daily Telegraph Saturday readers spend an average of **91 minutes** with their paper (The Times Saturday: 78 minutes, Guardian Sat: 88 minutes, Daily Mail Sat: 61 minutes)
- 1,800,000 (86%)** of **Daily Telegraph Saturday** readers do not read another **quality** Saturday newspaper, This is a higher solus than any other quality Saturday newspaper. **1,554,000 (75%)** read no other **quality or mid-market** Saturday newspaper.

Magazines and Sections

- 1,735,000** adults read **Telegraph Magazine**, **284,000** more readers than **Times Magazine (1,451,000)**
- 1,056,000** Telegraph Magazine readers are **AB adults** and **1,535,000** are **ABC 1 adults**
- 1,247,000** adults read the **Daily Telegraph Your Money** section - **770,000 (62%)** are **AB adults**

NATIONAL SUNDAYS

- 1,563,000** adults read **The Sunday Telegraph**
- 670,000 ABC 1 men** read **The Sunday Telegraph** (profile: **43%**)
- 679,000 ABC 1 women** read **The Sunday Telegraph**
- The **Sunday Telegraph's** readership amongst **adults aged 15- 44** is **441,000** and **adults aged 25-44** is **310,000**
- 1,197,000 (77%)** of **Sunday Telegraph** readers do not read another **Sunday quality** newspaper and **1,013,000 (65%)** do not read another **quality or mid-market** Sunday newspaper

Magazines and Sections

- Stella** has **943,000** readers; **529,000 (56%)** are **ABC 1 women**
- 976,000** adults read **Seven**; **865,000 (89%)** are **ABC 1 adults** and **475,000 (49%)** are **ABC 1 female**
- The **Sunday Telegraph Business** section has **849,000** readers; **503,000 (59%)** are **AB adults**
- 747,000** readers turn to **The Sunday Telegraph Money & Jobs** section; **450,000 (60%)** are **AB Adults**

Sun. Telegraph: Profile

