
The Times & The Sunday Times

Connecting you to the most affluent audiences

Our heritage

A premium British brand recognised the world over

A faithful recorder of the times for more than 200 years, the Times of London has a long history of modernity, of being first, of breaking through, of creating change.

But The Times is also a fast-moving, highly-creative, multi-channel media operation. An agenda-setter, whose journalism has always had the ability to engage, inform, entertain and inspire.

From Oscar Wilde to Abraham Lincoln, Florence Nightingale to Charles Dickens, The Times and The Sunday Times' high quality journalism has been read by history's notable figures for centuries.

“The Times is one of the greatest powers in the world – in fact, I don't know anything which has much more power – except perhaps the Mississippi.”

Abraham Lincoln

“It is a great gain that in a world that changes everything, and changes most things for the worst, the sanity and common sense of a great paper should remain constant.”

Sir Samuel Hoare, Foreign Secretary, 1935

“I find the Sunday Times quite admirable.”

Oscar Wilde, 1888

A history of firsts

Continually pushing boundaries to be first in class

The Times newspaper was the first to publish its copy online

The Times is the originator of the Times Roman Typeface

The Times is the first newspaper to have borne that name, lending it to numerous other papers around the world

The Times was the first British newspaper to publish Su Doku puzzles

The Sunday Times was the first British newspaper to have a colour magazine

The Sunday Times pioneered regular two-section and then three section newspaper publishing

The Times was the first newspaper to develop its own network of foreign and later home correspondents

The Times was the first newspaper to be printed by a steam printing press.

Our brand

Essential reading for the well-informed

For The Times & The Sunday Times reader, being well-informed is essential in keeping up with the fast-paced, complex world that surrounds them.

That's why the affluent and discerning choose The Times & The Sunday Times. Our award-winning journalism provides an authoritative and balanced view, giving them the depth of knowledge they need to feel confident in any situation.

Delivering the need to know as well as the nice to know, our readers trust us to tell them what matters. We are the paper of record, providing unrivalled expertise across multiple platforms, however and wherever our readers engage with us.



71%

Readers of The Times and The Sunday Times who agree the brand produces high quality journalism; higher than the Financial Times, Telegraph/Sunday Telegraph and Guardian/Observer

What we give our readers

- The difference between informed and well-informed
Viewed as an important part of being successful
The essence of our brand and the anchor of our content
- We're there when it matters
Recorders of history
Guardians of the truth
Advice when needed
- Emotional 'extra'
Confidence and quiet self assurance of being well-rounded
Breadth and depth of knowledge
Social currency and talking points



Luxury advertising is in our DNA

Selfridge
& co

1909

SELFRIDGE & CO.
OXFORD STREET, W.

The Formal Opening of Selfridge's will begin on Monday, Mar. 15, & will be continued throughout the week.

SELFRIDGE & CO., OXFORD ST., LONDON, W.

Rolex

1931

The World's most accurate wrist watch

ROLEX
HAS A RECORD FOR ACCURACY

Louis
Vuitton

1982

Moreover - Miles Kingston

LOUIS VUITTON

Gucci

2006

GUCCI

WELCOME TO MY WORLD

Breitling

2015

BREITLING

WELCOME TO MY WORLD

The market leader

The preferred quality daily for the well-informed

#1

Sunday Newspaper

The Sunday Times circulation of 775,000 is greater than The Sunday Telegraph and The Observer combined

#1

for Business

The Times is the UK's no 1 daily print title for reaching the UK's business influencers, read by 26% every day versus 21% for the FT

#1

Premium

71% Of Times & Sunday Times readers say the brand is premium, versus 64% for The Telegraph/Sunday Telegraph

Our audience

Affluent, informed, influential and discerning readers

£150k+

Both The Times & The Sunday Times reach more households earning £150k than any other title

50%

Of Sunday Times readers are likely to convince others about products and services. Greater than The Sunday Telegraph

69%

of Times readers would only do business with a company whose reputation they trust.

37%

are usually the first amongst friends to be in the know. Greater than The Daily/Sunday Telegraph

An affluent audience

Have a high net-worth, are financially savvy with high spending power

£150k+

Both The Times & The Sunday Times reach more households earning £150k than any other title

31%

of Times business readers own a second/holiday home

The Sunday Times reaches

37%

of senior business people who own a boat or yacht vs 32% for The Sunday Telegraph

£571 million

The amount spent on clothing by Times & Sunday Times readers in the last year - more than the Telegraph

An influential audience

From business decision-makers at the largest companies to highly conversational social influencers

50%

of Sunday Times readers are likely to convince others about products and services. Greater than The Sunday Telegraph

32%

of C-Suites executives read The Times every day – that's 17% more than the FT and makes the Times the UK's No.1 daily title.

10%

more likely to reference advertising in everyday conversation than the general population

The Times reaches

30%

of 'Luxury Influencers' every day. That's higher than the FT and The Daily Telegraph

An informed audience

Highly knowledgeable with a desire to continue learning

91%

of readers agree it is important to continue learning throughout life

90%

of Times and Sunday Times Business influencers feel it is important to understand different cultures

69%

of Times & Sunday Times readers say the brand makes them feel well informed versus 58% for The Telegraph

37%

are usually the first amongst friends to be in the know. Greater than The Daily/Sunday Telegraph

A discerning audience

Good judges of quality who are style conscious and culturally engaged

1.4m AB

Adults read the Times & The Sunday Times, more than the Guardian/Observer Telegraph/Sunday Telegraph and FT

36%

Of Sunday Times readers choose premium rather than standard goods or services. Higher than The Observer

60%

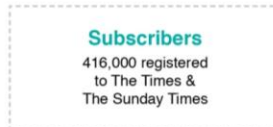
of readers have visited a museum or art gallery in the UK in the last year – higher than the FT

Over **70%** believe it is worth paying extra for quality products

Our portfolio



THE TIMES THE SUNDAY TIMES

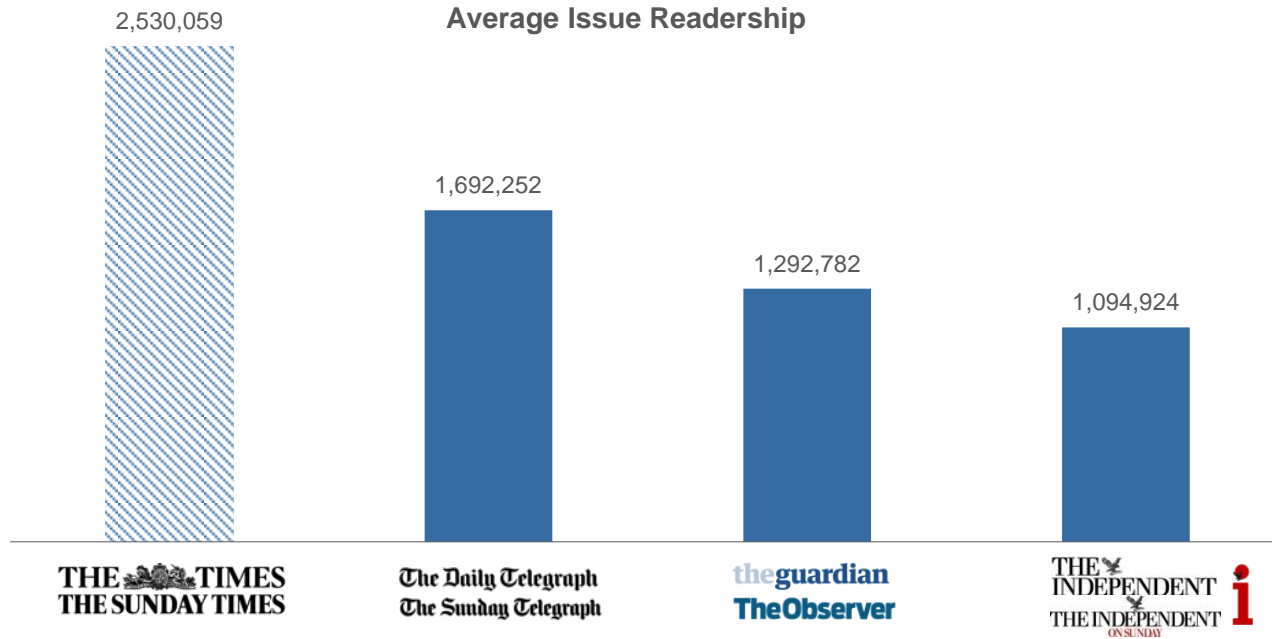


Audience Size

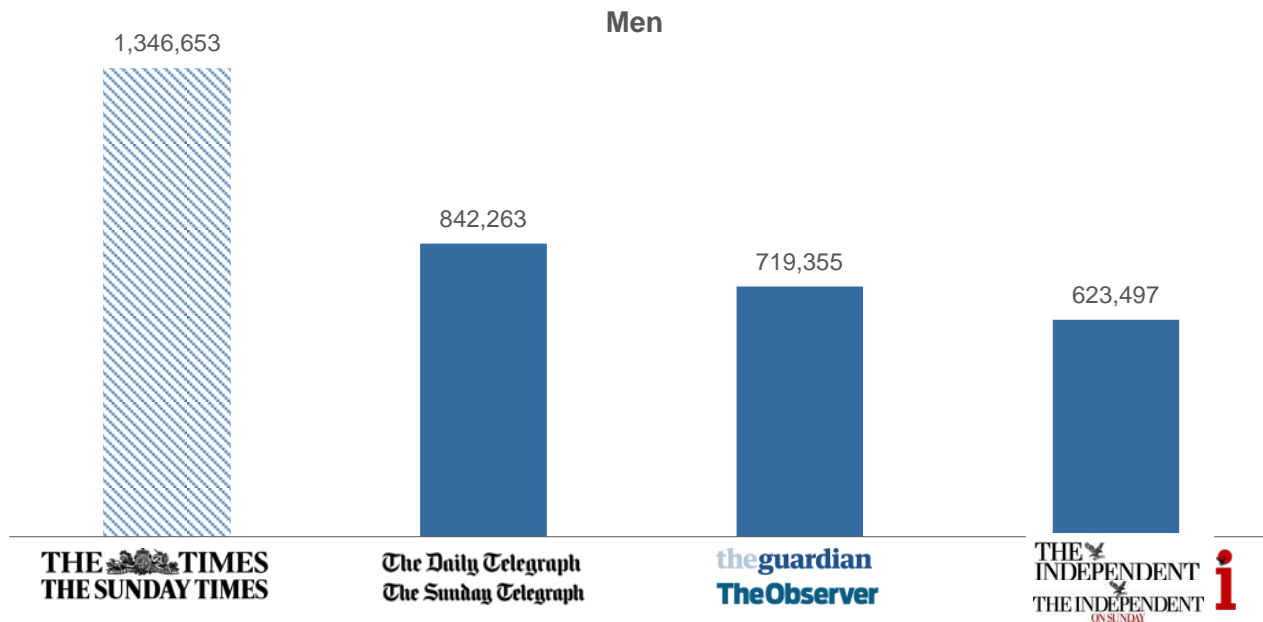
Following charts show The Times/The Sunday Times audience vs quality newspapers with a focus on affluent readers

NB These charts all use **NRS April 2015 – March 2016**

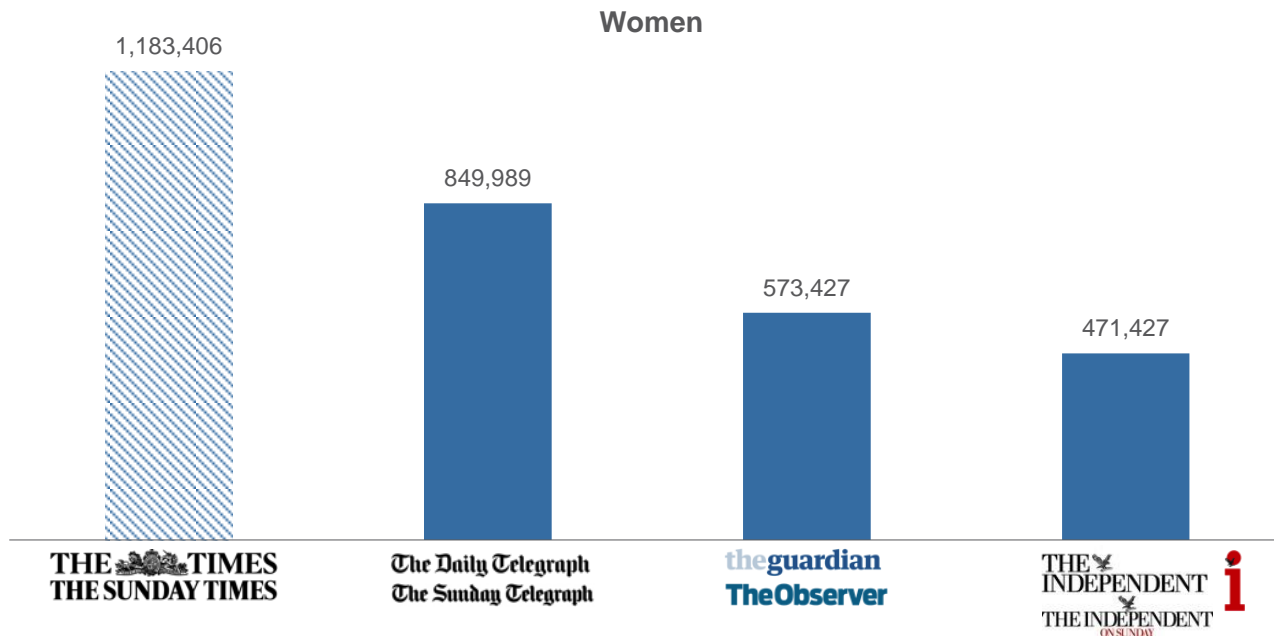
We connect you to more readers than any other quality newspaper



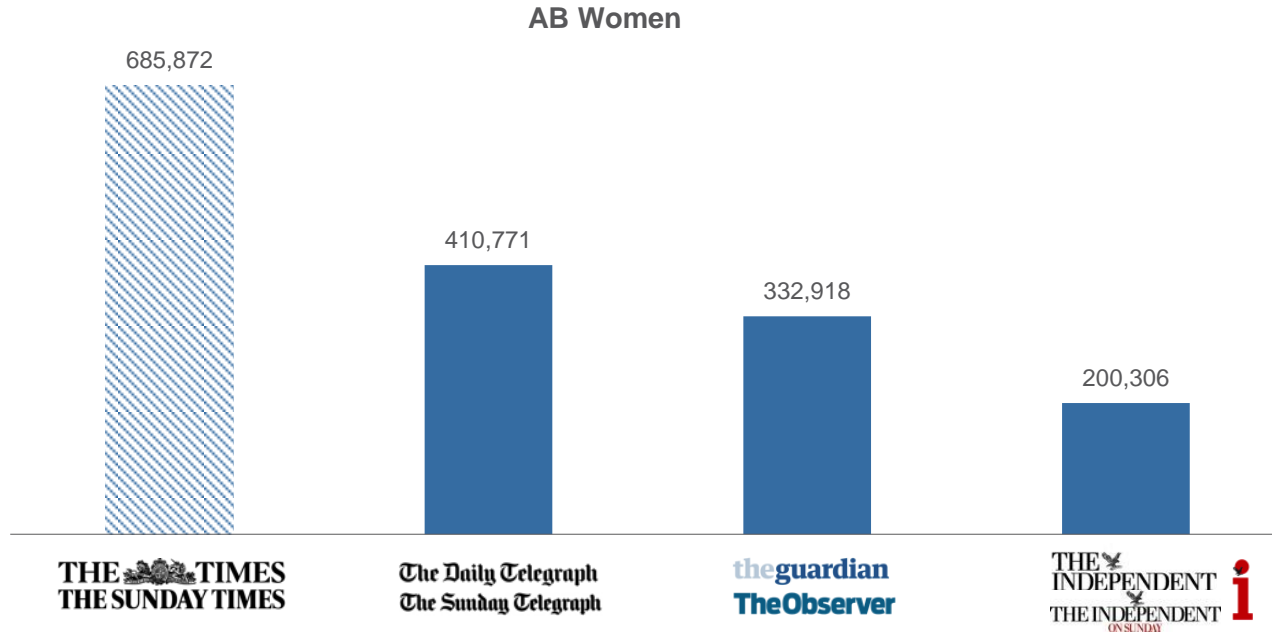
We reach more men than any other quality newspaper



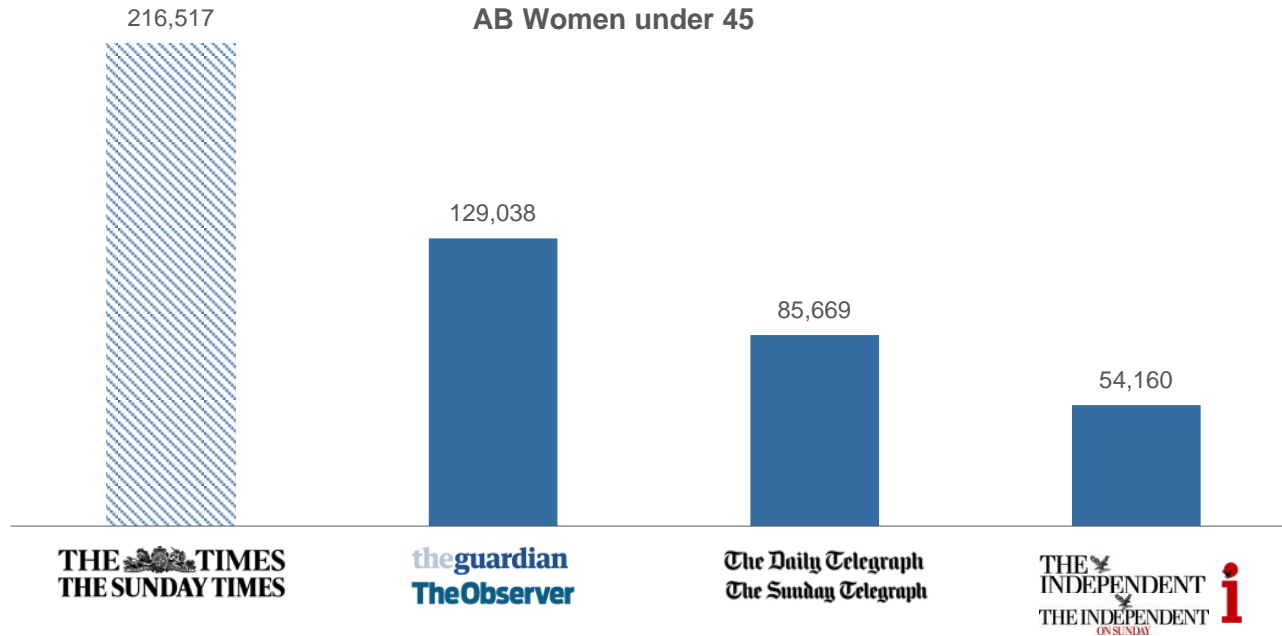
We reach more women than any other quality newspaper



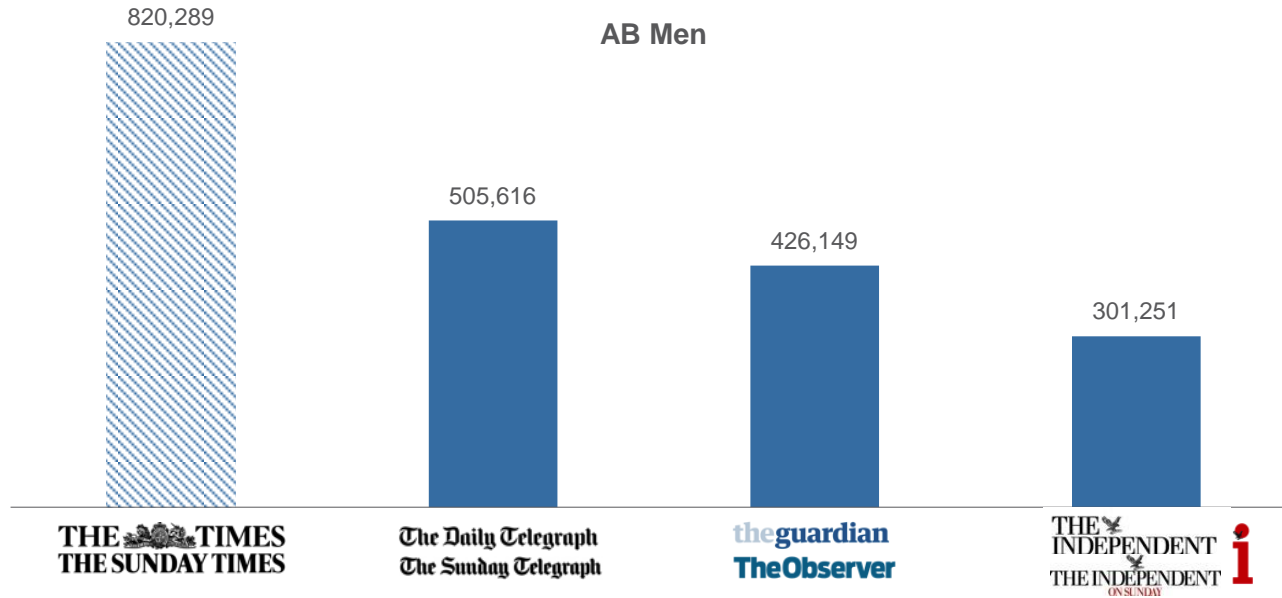
We reach more affluent women than any other quality newspaper



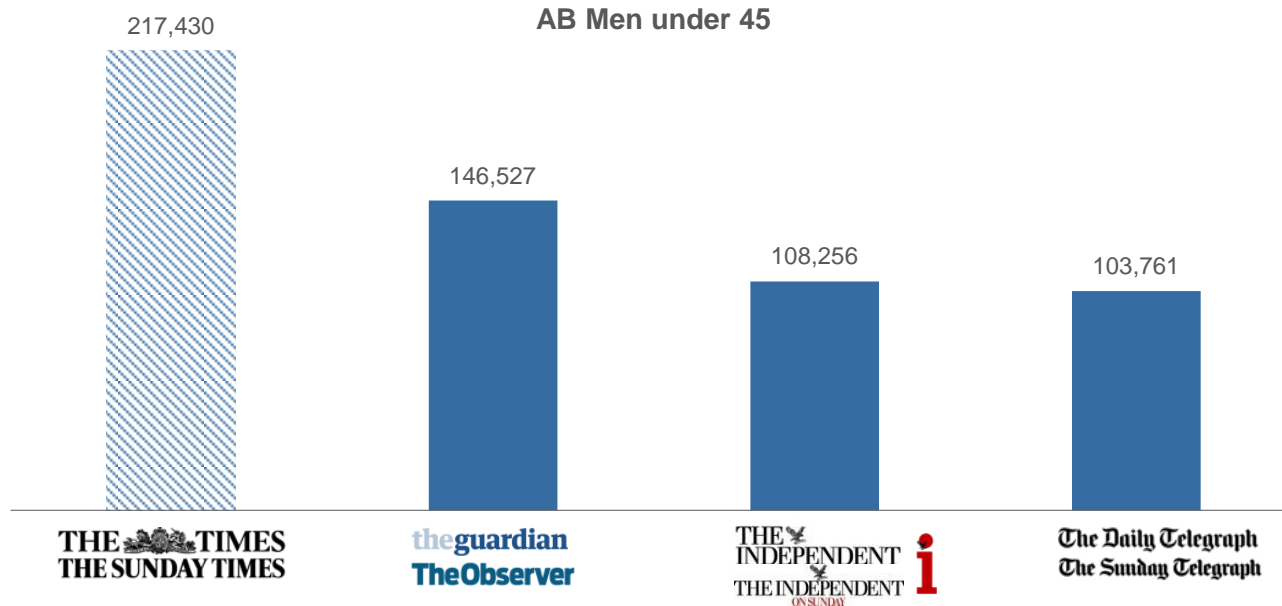
We reach more younger affluent women than any other quality newspaper



We reach more male affluent readers than any other quality newspaper



We reach more younger male affluent readers than any other quality newspaper

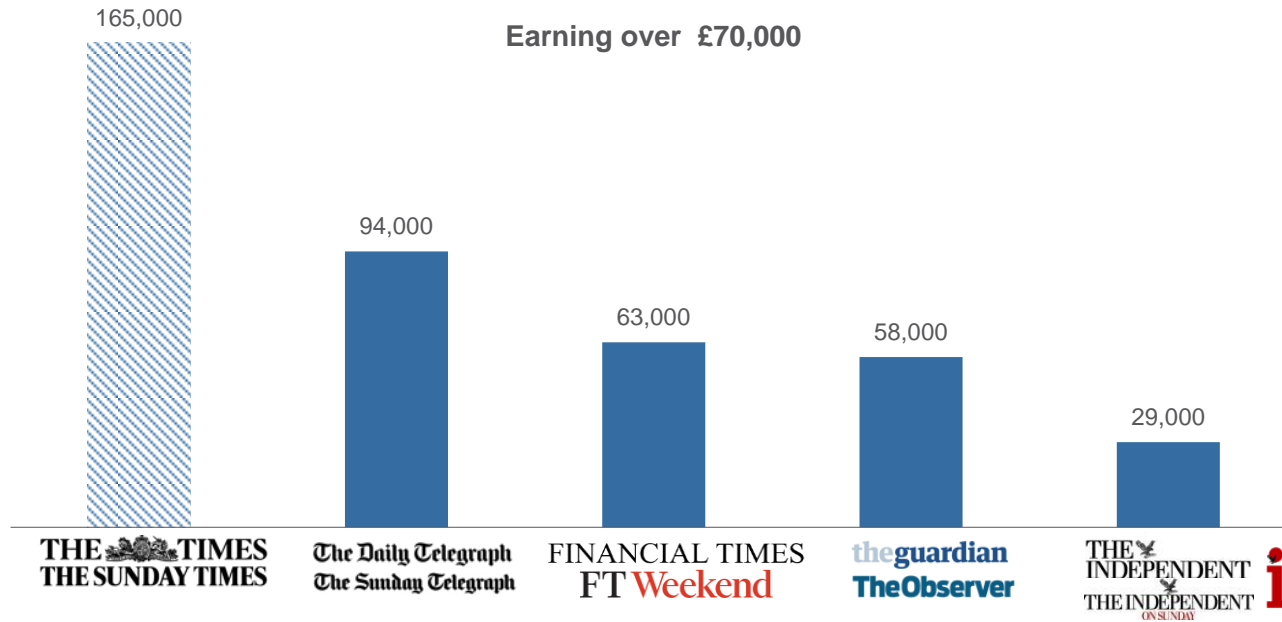


Audience

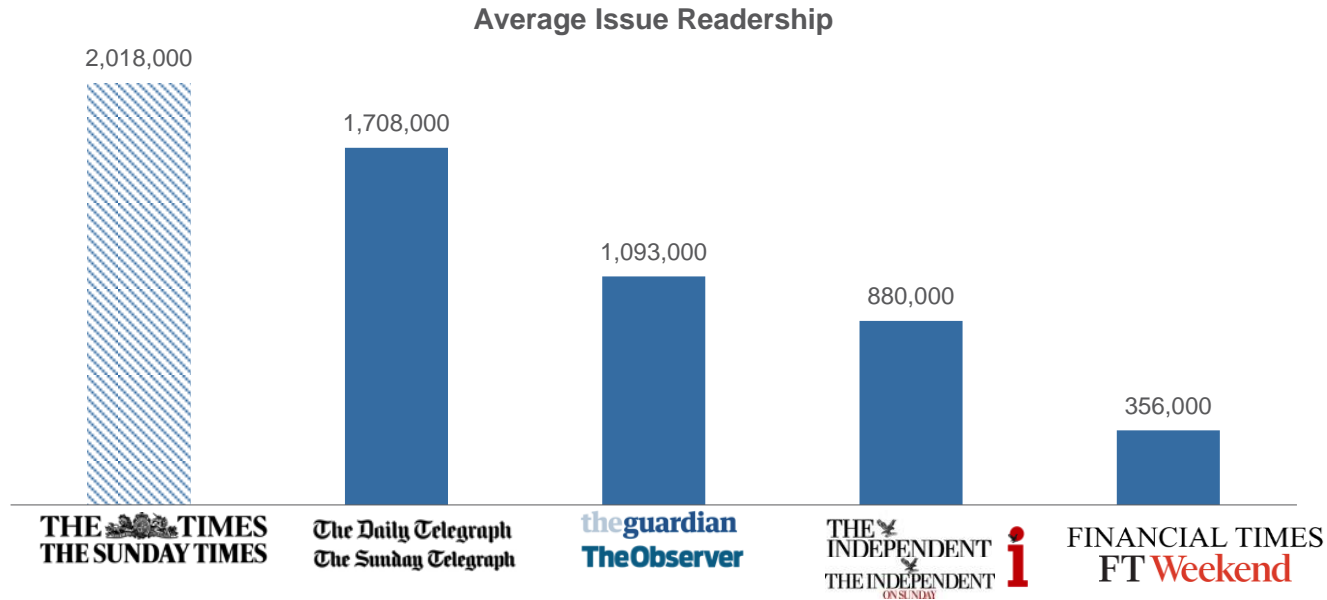
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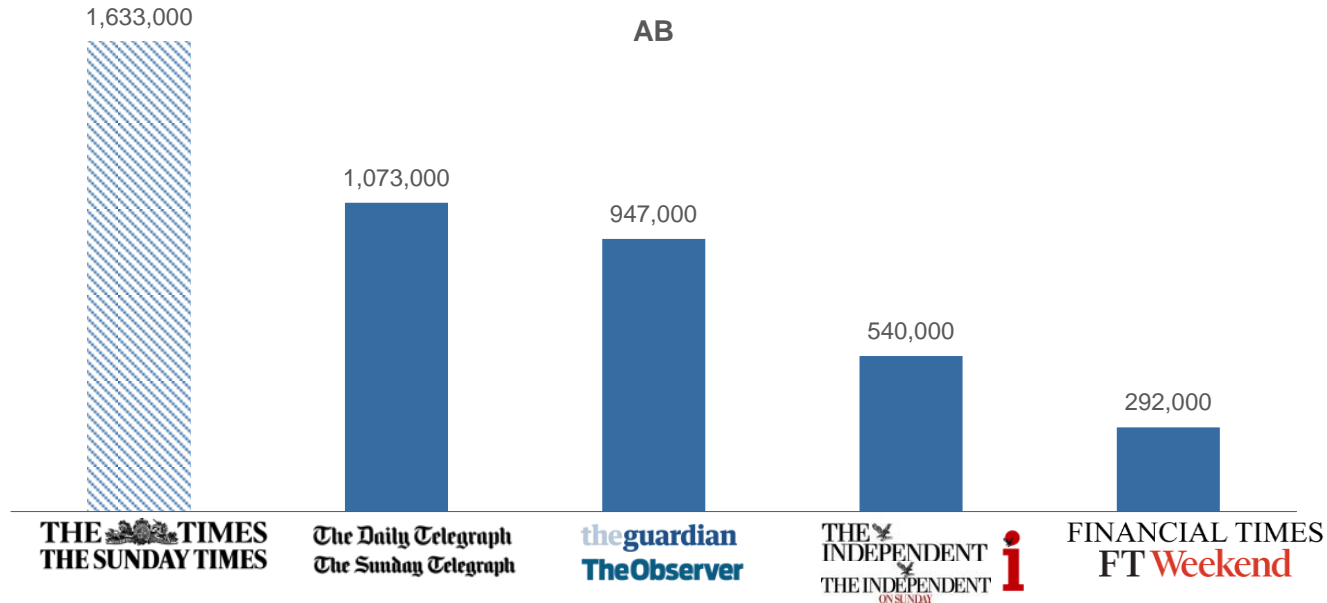
We reach more high income earners than other quality newspapers



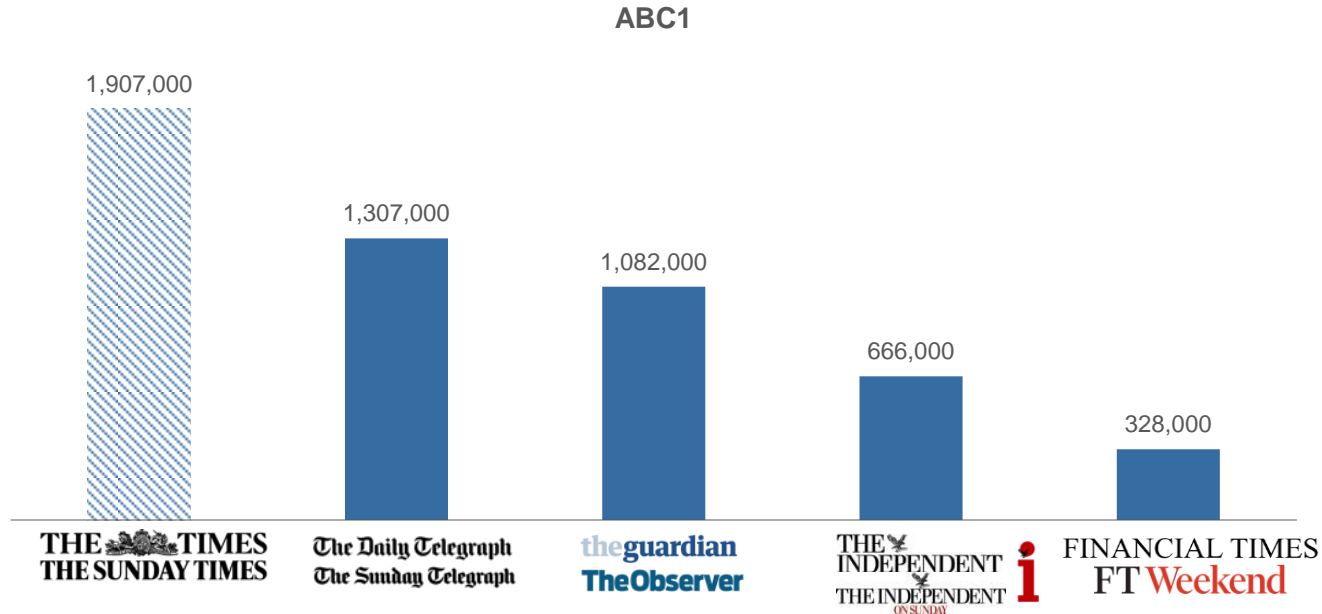
We connect you to more readers than any other quality newspaper



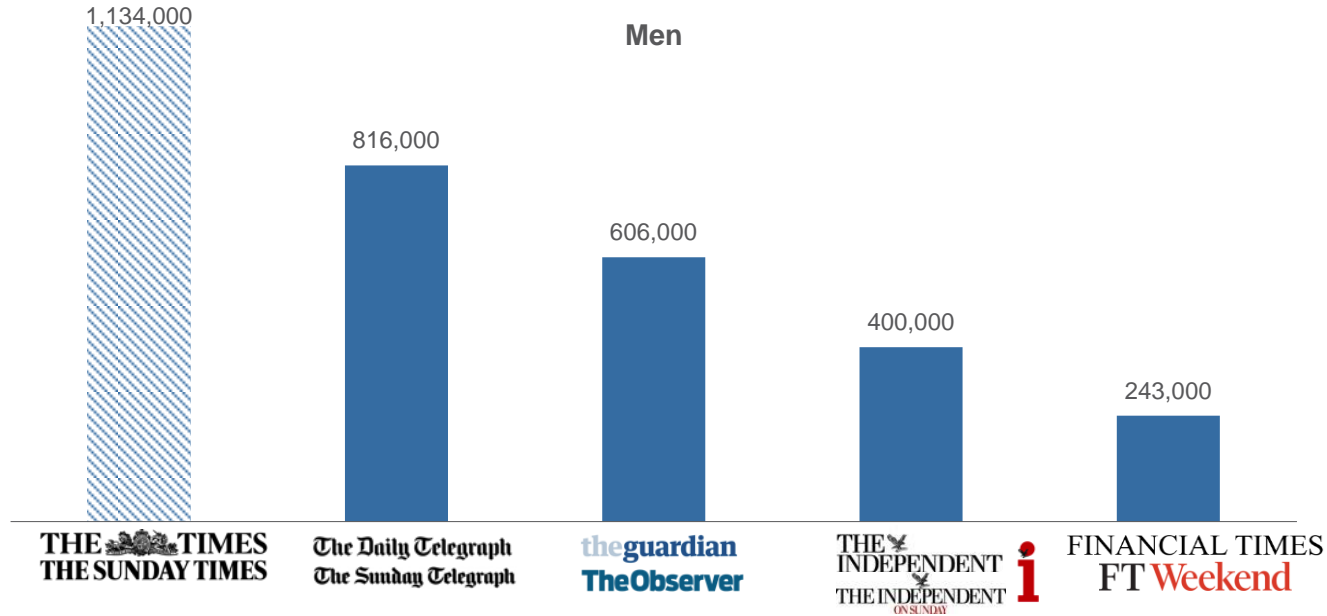
We reach more affluent readers than any other quality newspaper



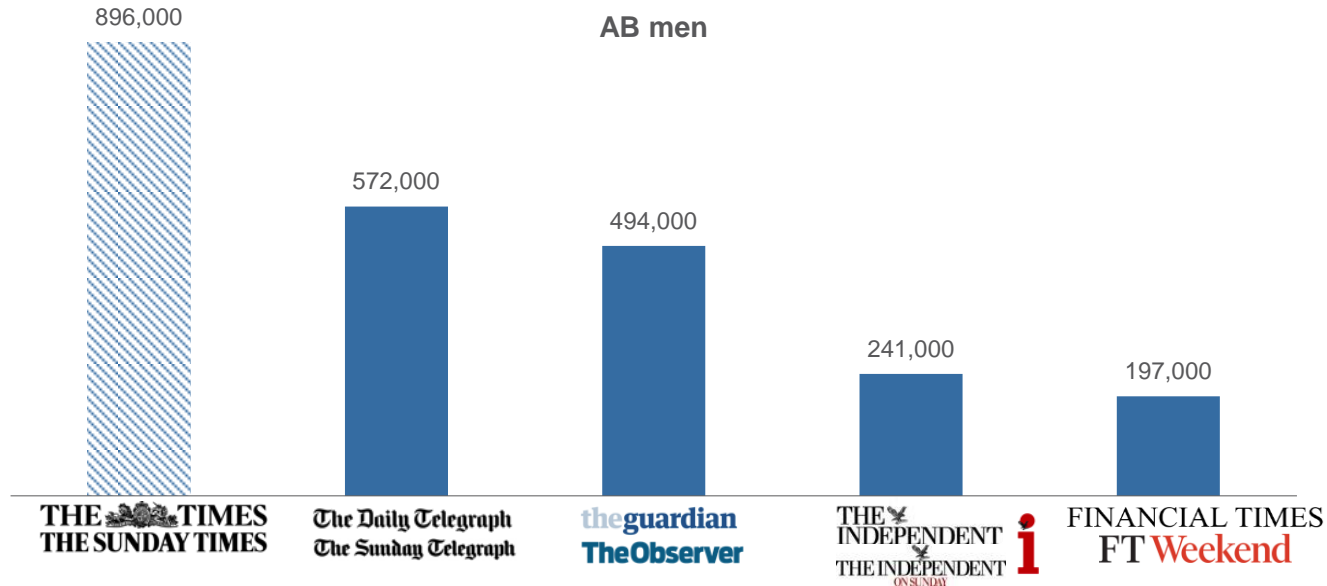
We reach more affluent readers than any other quality newspaper



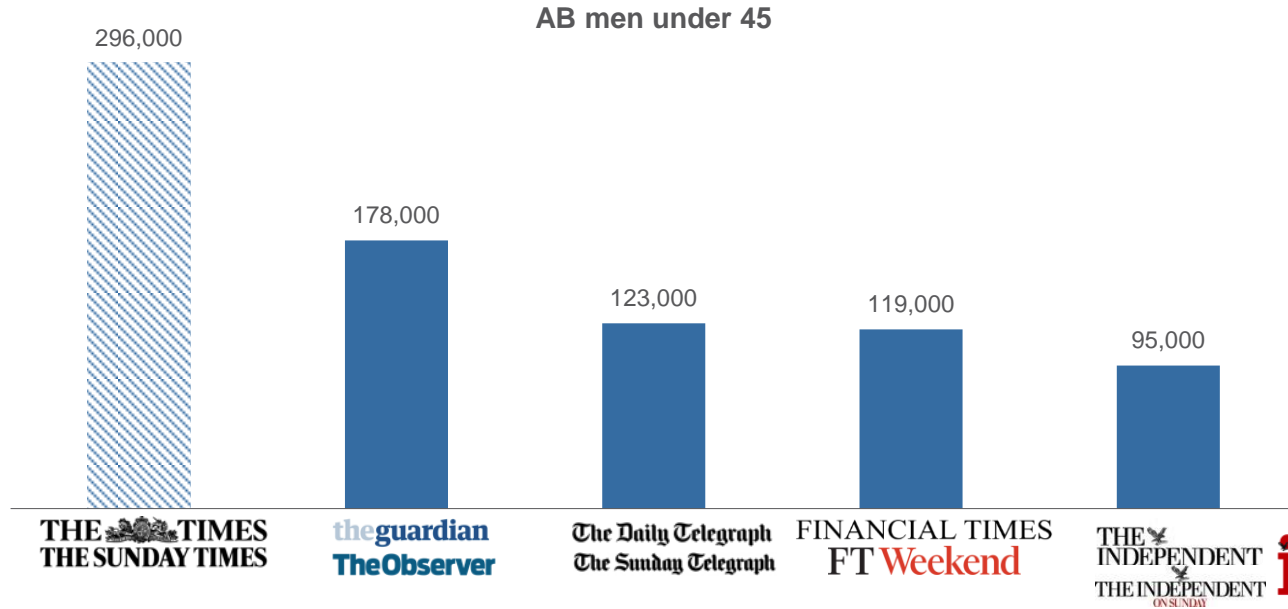
We reach more men than any other quality newspaper



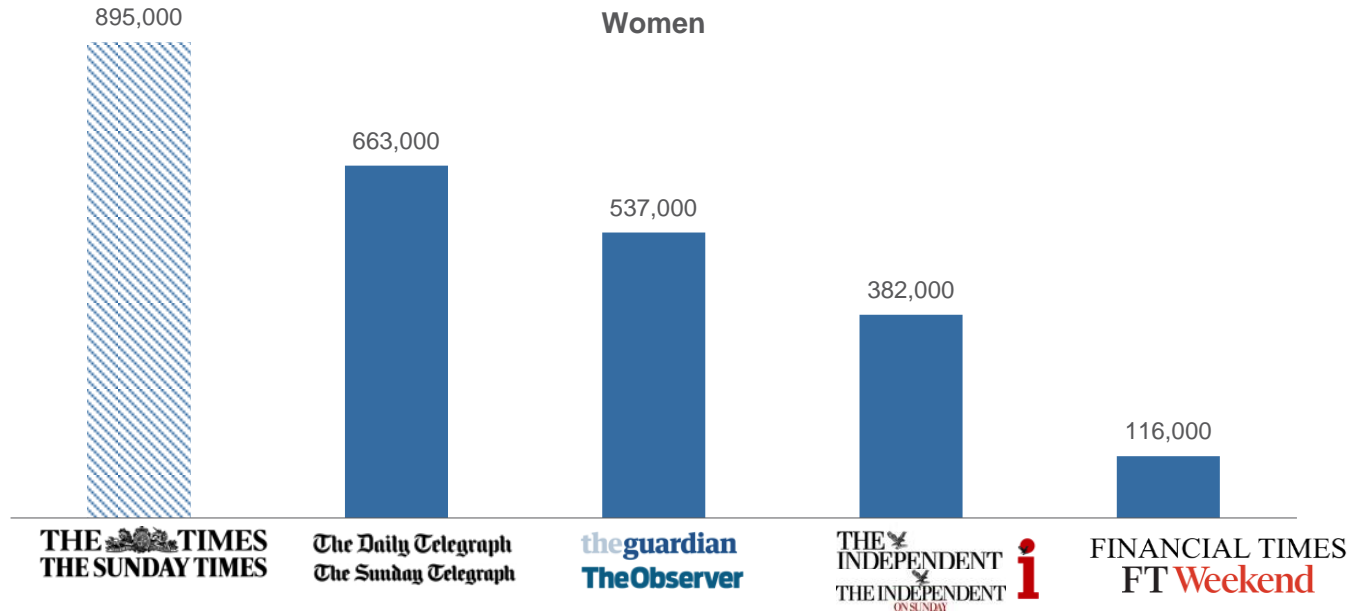
We reach more male affluent readers than any other quality newspaper



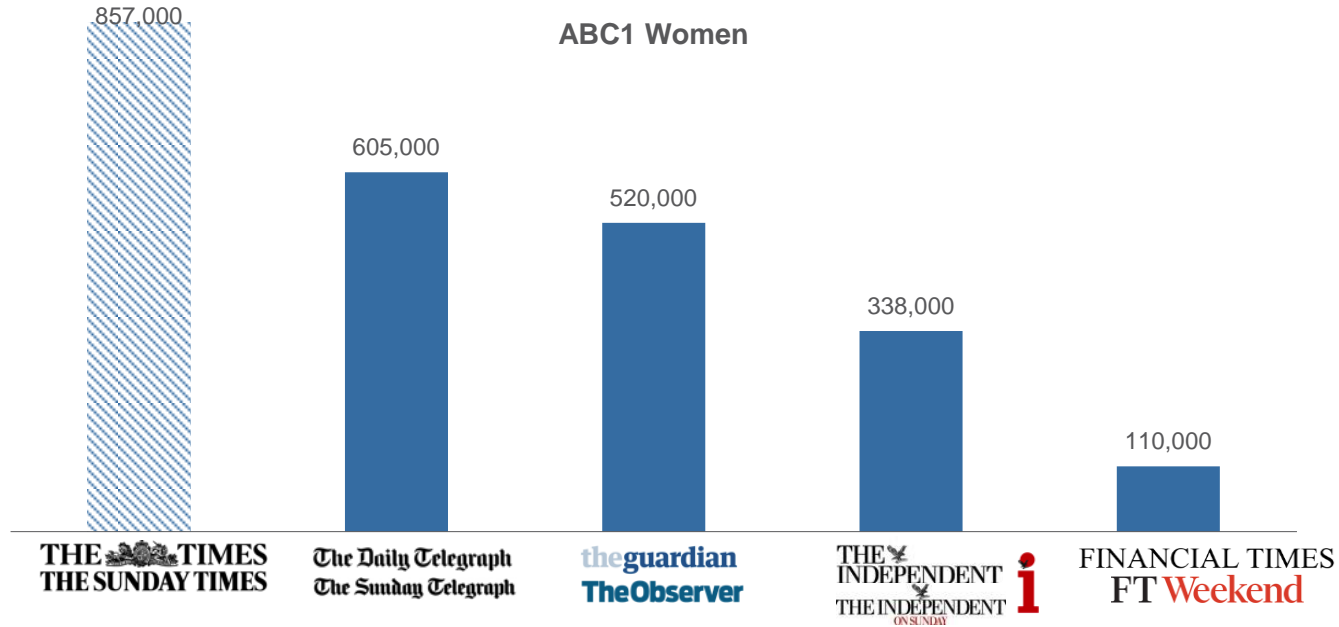
We reach more younger male affluent readers than any other quality newspaper



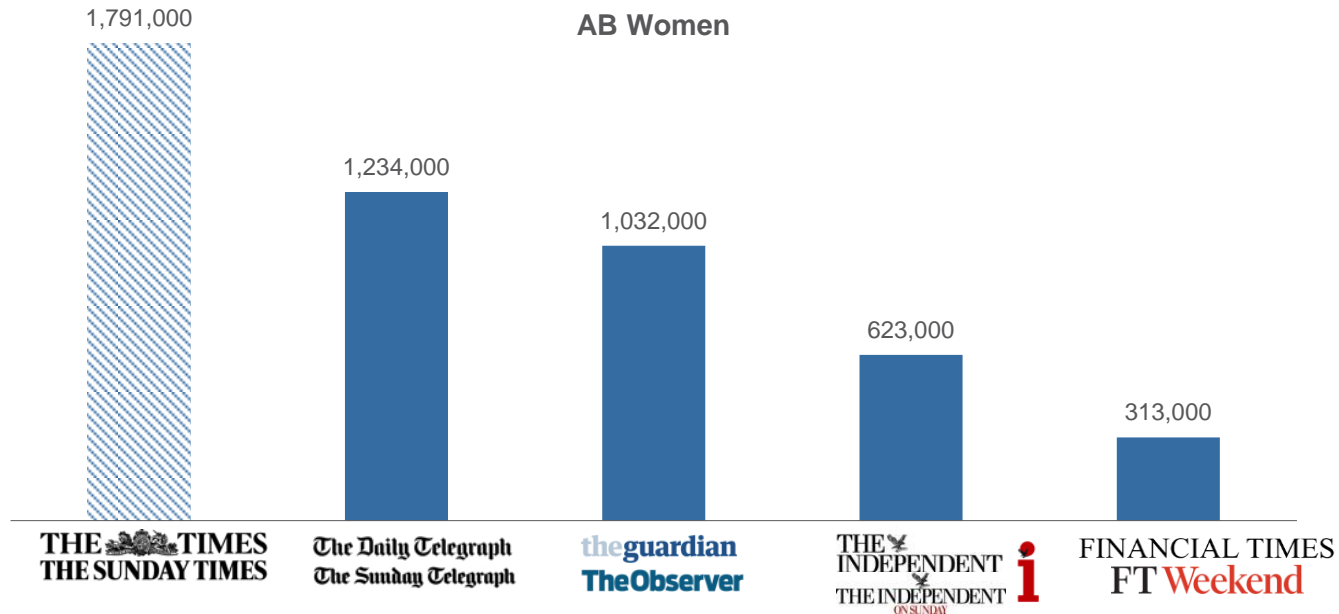
We reach more women than any other quality newspaper



We reach more affluent women than any other quality newspaper

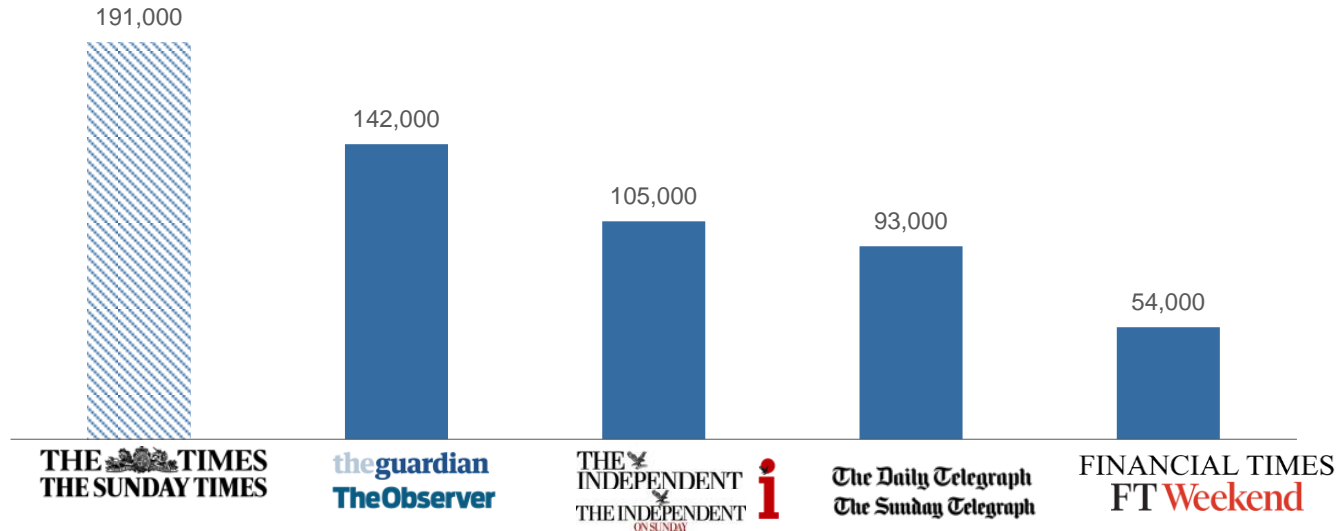


We reach more affluent women than any other quality newspaper





We reach more younger affluent women than any other quality newspaper

AB Women under 45



Our audience

1.1m daily readers of The Times and 2m daily readers of The Sunday Times

	THE  TIMES		THE  SUNDAY TIMES
	Monday-Friday	Saturday	52
Average age	54	55	
15-34s	173,000 (17%)	195,000 (16%)	406,000 (20%)
Gender	58% male / 42% female	53% male / 47% female	54% male / 46% female
ABC1s	86%	89%	86%
£50k+ income	220,000 (22%)	279,000 (23%)	483,000 (24%)
Management role	164,000 (16%)	182,000 (15%)	379,000 (18%)
Own 2+ properties	214,000 (18%)		226,000 (15%)

Our digital audience are younger, wealthier and more urban

	Print (M-S)	Print (Sunday)	Web Browser	iPad App		iPhone App
Daily Audience	1,194,000 <small>Mon-Sat AIR</small>	2,458,000 <small>Sunday AIR</small>	159,096 <small>7 Days</small>	73,000 <small>Mon-Sat</small>	73,000 <small>Sunday</small>	17,529 <small>7 Days</small>
Average Age	52	49	53	51	46	
Male	59%	51%	69%	75%	75%	
Upper social class (AB)	63%	61%	69%	77%	77%	
Household income £50k+	27%	29%	48%	57%	55%	
Professional/Senior Management	53%	46%	48%	59%	58%	
London	36%	32%	39%	41%	45%	