

The Daily Telegraph

The Daily Telegraph, established in 1855, is the UK's best-selling quality newspaper, with an audited circulation of 836,541 (Source: ABC average daily circulation September 2008-February 2009). In its broadsheet format, the newspaper offers home and international news coverage, a stand-alone business section, which is highly respected in the City, and a compact daily sport section.

Market

The UK's quality daily newspaper market comprises The Daily Telegraph, The Times, the Guardian and The Independent which together account for more than two million copies per day (Source: ABC average daily circulation September 2008-February 2009). The Daily Telegraph is the market leader with a 41.5 per cent share, approximately 217,000 copies ahead of The Times.

Product

The Daily Telegraph is known for its line-up of distinguished journalists and columnists, who lend the paper its distinctive voice and personality. Delivering lively and challenging comment on the issues of the day, The Daily Telegraph boasts such unique contributors as Boris Johnson, Con Coughlin, Andrew Pierce and Simon Heffer. The Sport team includes football writer Henry Winter as well as sporting luminaries such as Alan Hansen, José Mourinho and James Cracknell. The Daily Telegraph Business section is famous for its accurate, bold and insightful coverage, provided by an award-winning team of journalists including business commentator Jeff Randall.

The Daily Telegraph's fashion director, Hilary Alexander, is a stalwart of the world's catwalk front rows. She brings her flair and experience to the fashion pages not only in the newspaper and online, but also in her own Telegraph TV programme, Hilary & Co, talking to top designers and taking viewers behind the scenes of the fashion industry.

The Daily Telegraph has been home to the Matt cartoon – created by award-winning



cartoonist Matt Pritchett – since 1988, while one of the most popular features of the Business section is the Alex cartoon, which comments on the wheeling and dealing of the business world. In December 2007, Alex was brought to life on stage in London's West End in the form of Alex the Play.

September 2006 saw a design revamp of The Daily Telegraph on Saturday, introducing a new technology section, Digital Life. The

redesign extended to other sections including Motoring – featuring James May's column and advice from Honest John – Weekend and the award-winning Telegraph Magazine.

Achievements

At the 2008 British Press Awards, The Daily Telegraph's theatre critic, Charles Spencer, was named Critic of the Year while Matt Pritchett was awarded Cartoonist of the Year, taking his tally of honours (which includes an MBE) to



13 during his 20 years with the newspaper. In October 2007 The Daily Telegraph was named Best Consumer Online Publisher at the Association of Online Publishers' awards and in March 2007, was awarded Best Newspaper Sport Coverage at the Sports Industry Awards. Michele Lavery, the editor of Telegraph Magazine, was named Newspaper Magazine Editor of the Year at the British Society of Magazine Editors' 2008 awards; the second time in three years that the Telegraph has won.

Recent Developments

In 2006, Telegraph Media Group embarked on a momentous shift in the way it published news. Where previously stories were broken in the newspaper and subsequently posted online, stories are now reported as they happen and published across several platforms. In order to provide the state-of-the-art newsroom required for this new approach, the Telegraph moved to new offices in central London. It now occupies one of the biggest open office spaces in Europe, accommodating the new 'hub and spoke' editorial system.

This move also reflects the Telegraph's commitment to offering its customers quality news content when – and how – they want it. The Telegraph has constantly innovated in bringing new features to its audience in the digital environment. Recent advances include a portfolio of widgets and online applications that allow users to place Telegraph content within their own social network profiles and homepages, such as Facebook and iGoogle.

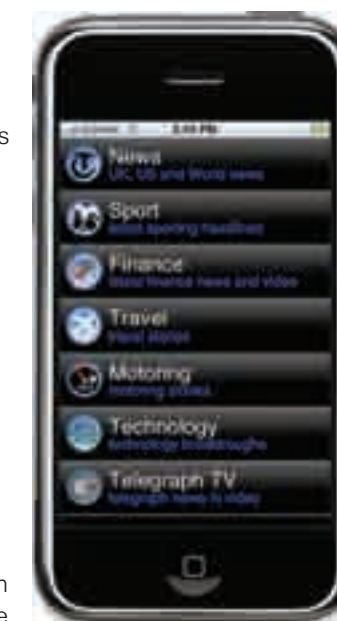
Launched in September 2007, Telegraph TV has taken The Daily Telegraph's journalists from pages to programmes. There are

now 11 shows produced exclusively for Telegraph.co.uk. These include the travel show, Real Trips; the daily Business Bullet; and Lloyd Grossman and Xanthe Clay's cookery show, 10 Minutes to Table. A recent highlight was James Cracknell's Beijing Olympics coverage, a daily sideways look at the Olympics which included Cracknell and Olympic champion Sir Chris Hoy racing each other on the two worst bicycles in Beijing.

As Telegraph.co.uk continues to bring new audiences to the Telegraph portfolio, so a constant programme of product development is helping to build distinct communities, each with particular interests. These now range from a crossword community to those centred on dating and genealogy. The MyTelegraph online blogging community also invites users of Telegraph.co.uk to create their own blogs, post their views and contribute to an array of online discussions.

Promotion

The Daily Telegraph creates dedicated events for its customers, ranging from an exclusive performance of The Sound of Music to nationwide shopping evenings held in collaboration with major brands, including Jaeger and Fenwick.



The Daily Telegraph is the official media partner to the Orange British Academy Film Awards, a partnership highlight of the year. Other events in which the Telegraph has been involved include the RHS Chelsea Flower Show, the CLA Game Fair, the Bath Children's Literature Festival and the Ways with Words Literary Festival.

Each year, thousands of readers and online users compete to



manage the best team of the season in Telegraph Fantasy Football. Fantasy Football fans can also fill the off-season void with Fantasy Cricket. In addition, The Daily Telegraph supports a grassroots Junior Golf programme, attracting more than 41,000 entrants in 1,000 regional competitions.

Brand Values

The Daily Telegraph brand values are defined as: accuracy, honesty, integrity, quality and heritage.

telegraph.co.uk

Things you didn't know about The Daily Telegraph

In 1925 The Daily Telegraph became the first British newspaper to publish a daily crossword.

Having moved its print operations to new state-of-the-art presses, The Daily Telegraph became a full colour title in 2008.

The 2008 Telegraph Christmas Charity Appeal raised more than £830,000 for three good causes.

1855	1897	1987	1994	2006	2007
The first Daily Telegraph & Courier is published, having been founded as a vehicle for its proprietor, Colonel Sleight, to wage a vendetta against the Duke of Cambridge and his conduct in the Crimean War.	A young Winston Churchill reports from the North West Frontier for the Telegraph.	The Telegraph moves from Fleet Street to the Isle of Dogs then to Canary Wharf five years later.	The Telegraph becomes the first British newspaper to launch an internet presence – the Electronic Telegraph.	The Telegraph Group rebrands to become Telegraph Media Group and moves from Canary Wharf into state-of-the-art offices in Victoria, central London.	Telegraph TV is launched.