

Evening **Telegraph**

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News



Video



Lifestyle



Sport



PRESS



27,000

AVERAGE DAILY READERSHIP



64,000

WEEKLY READERSHIP



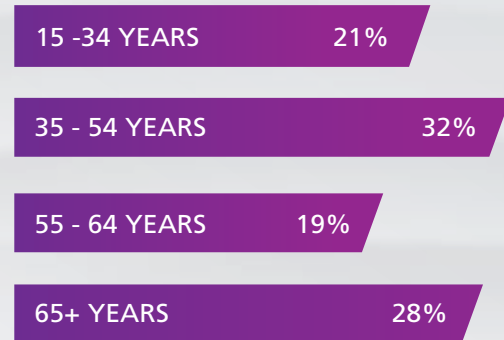
16,855

CIRCULATION

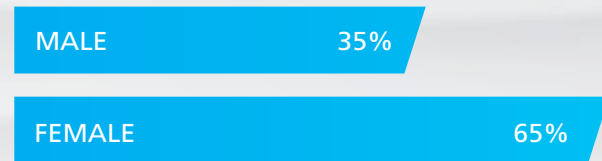
SOURCE: DCT NEWSBRANDS (IPSOS MORI) 2014, BASE: ALL RESPONDENTS; ABC JUL - DEC 2015.

PRESS

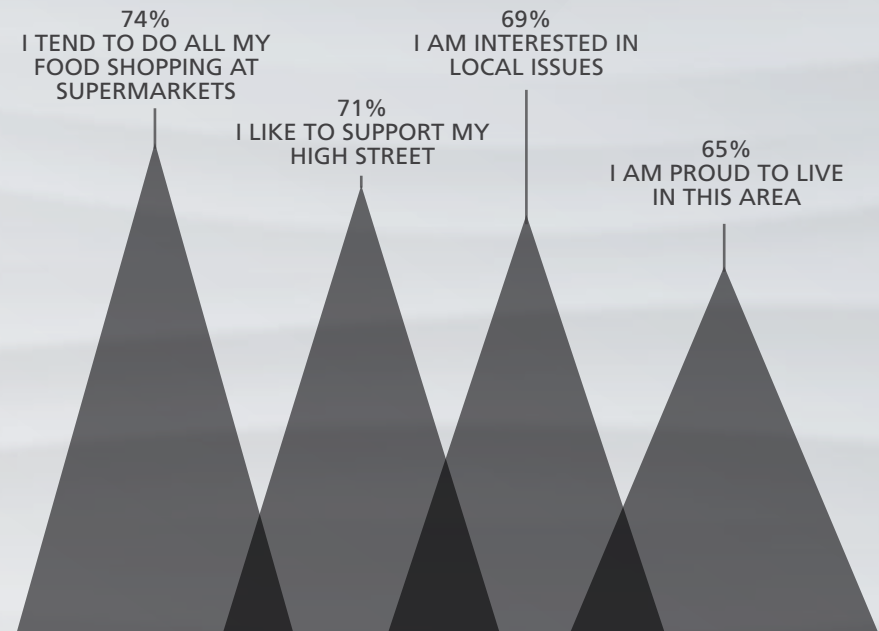
○ READER AGE



○ READER SEX



○ INSIGHTS: READER OPINION



SOURCE: DCT NEWSBRANDS (IPSOS MORI) 2015, BASE - EVENING TELEGRAPH 10% AREA.

ONLINE



MOBILE

65%



DESKTOP

20%



TABLET

15%



79,251

WEEKLY USERS



341,870

WEEKLY PAGE VIEWS



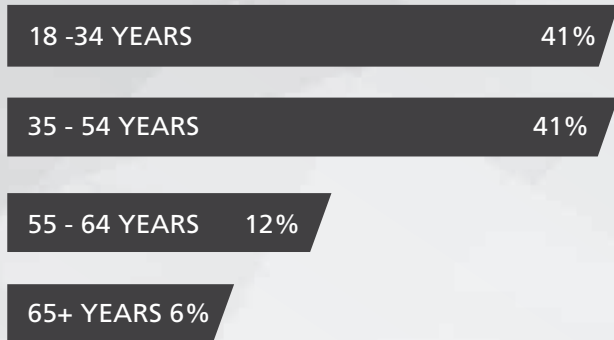
193,610

WEEKLY SESSIONS

SOURCE: GOOGLE ANALYTICS AVERAGE WEEK FEBRUARY 2016

ONLINE

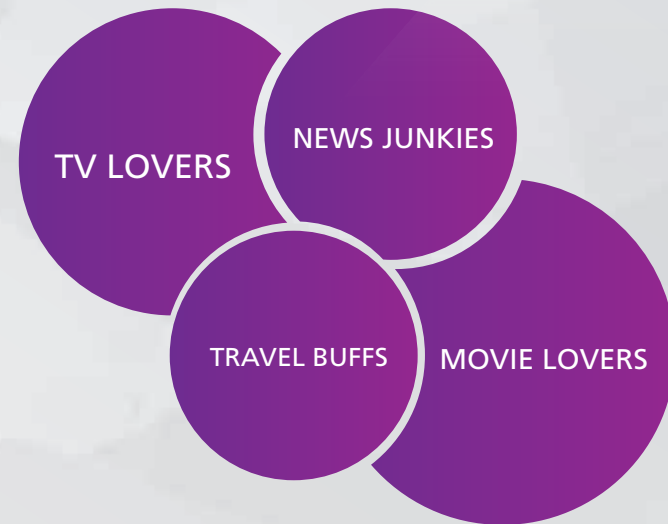
USER AGE



USER SEX

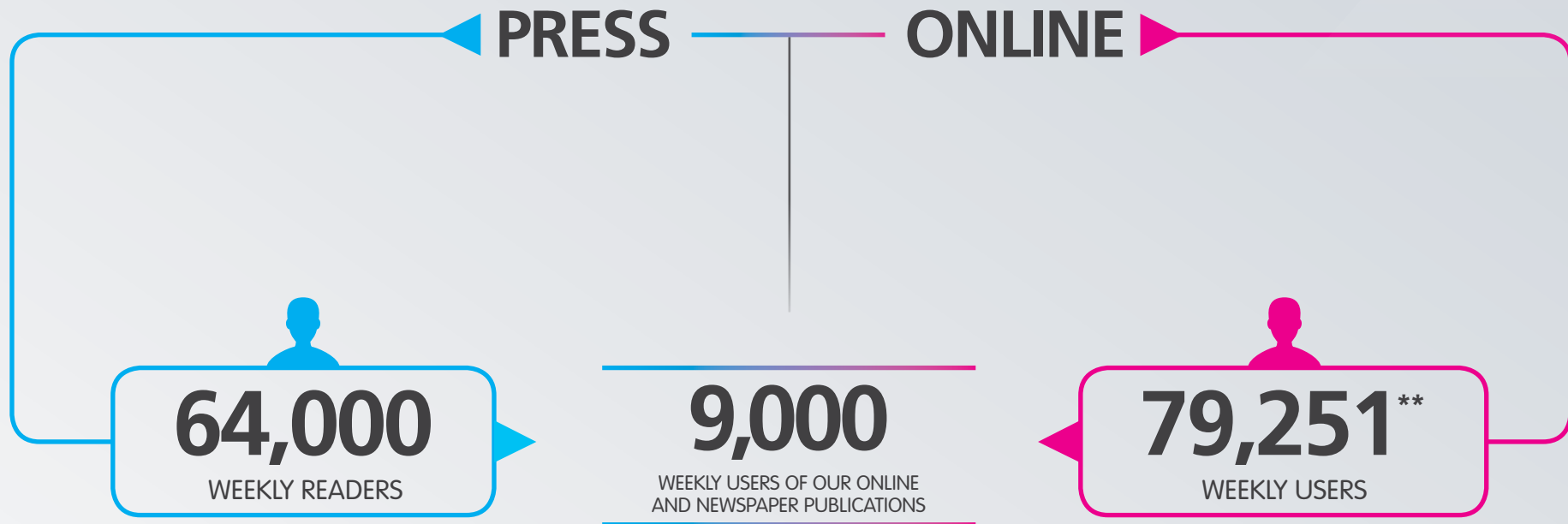


INSIGHTS: USER INTERESTS



SOURCE: GOOGLE ANALYTICS AVERAGE WEEK FEBRUARY 2016

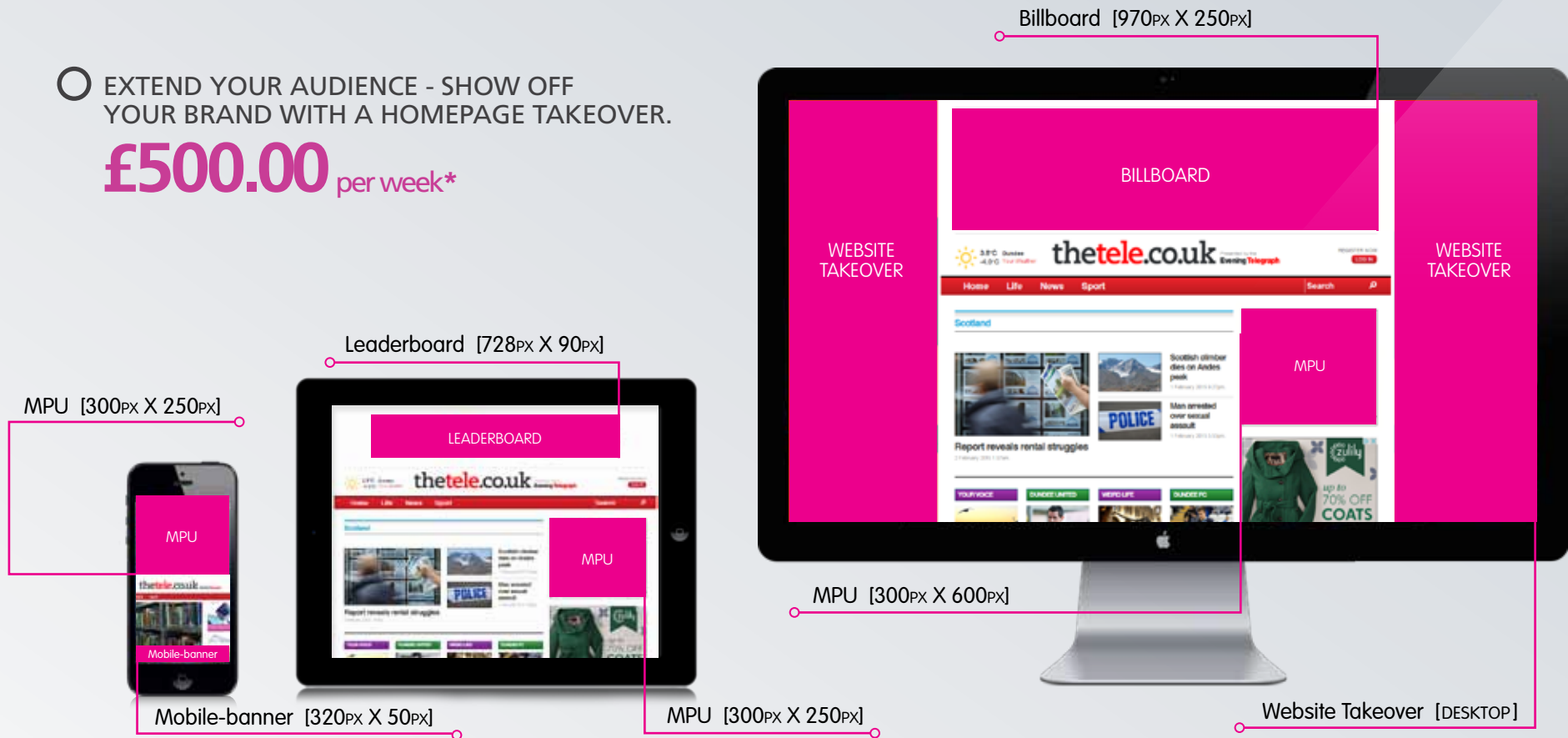
○ EXTEND AND GROW YOUR AUDIENCE WITH THE POWER OF PRESS AND DIGITAL



SOURCE: DCT NEWSBRANDS (IPSOS MORI) 2014, BASE - EVENING TELEGRAPH 10% AREA. **GOOGLE ANALYTICS AVERAGE WEEK FEBRUARY 2016

○ EXTEND YOUR AUDIENCE - SHOW OFF YOUR BRAND WITH A HOMEPAGE TAKEOVER.

£500.00 per week*



*INCLUDES SITE SKIN, MPU AND LEADERBOARD OR BILLBOARD.

AUDIENCE REACH



CHOOSE FROM ANY DIGITAL PACK TO INCREASE YOUR REACH

PACK	REACH	RECOMMENDED TIMEFRAME	PRICE
BRONZE PACK	Your ad appears 25,000 times.	Recommended timeframe 1 week	£150+VAT
SILVER PACK	Your ad appears 60,000 times.	Recommended timeframe 2/3 week	£330+VAT
GOLD PACK	Your ad appears 130,000 times.	Recommended timeframe 3/4 week	£650+VAT