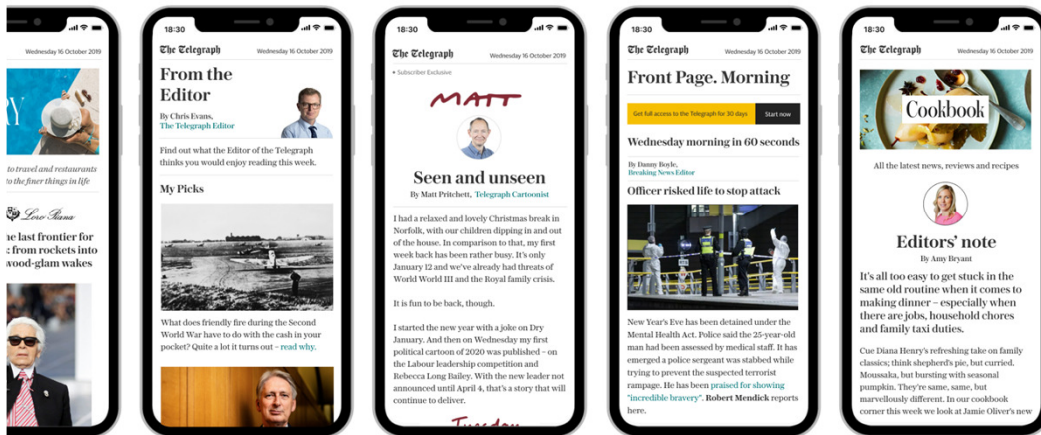


Telegraph Newsletters

More of the Telegraph, straight to your inbox.

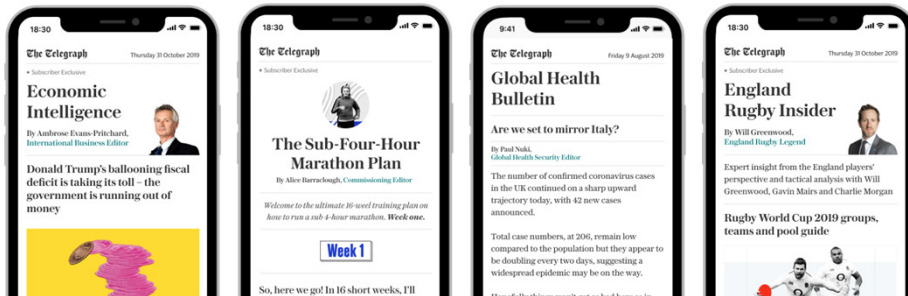
“Newsletters are the perfect tool for reaching readers directly, passing complicated algorithms and going straight to readers’ inboxes. Ours are high quality editorial products with brilliant bespoke content, to inform, inspire, educate or even make you laugh.”

Sarah Ebner – Head of Editorial Newsletters

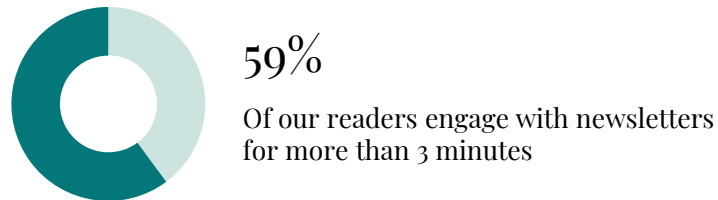


“Telegraph editorial newsletters reverberate the depth and breadth of the newsroom and help build deep, personal, lasting relationships with millions of readers. As such, Newsletters have become the perfect advertising tool for reaching highly engaged audiences.”

Elsa Demain-Griffiths – Head of Commercial Innovation



Key findings

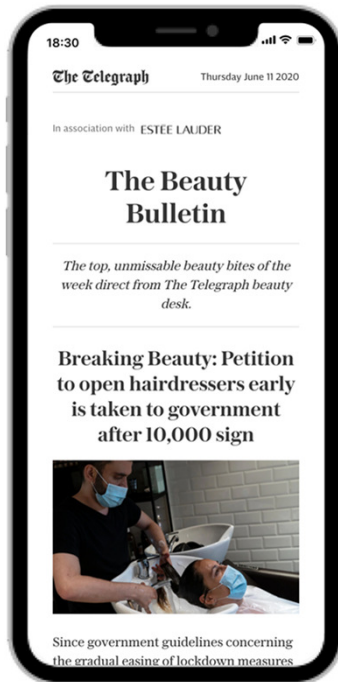


Early
Majority of respondents read newsletters morning/early afternoon

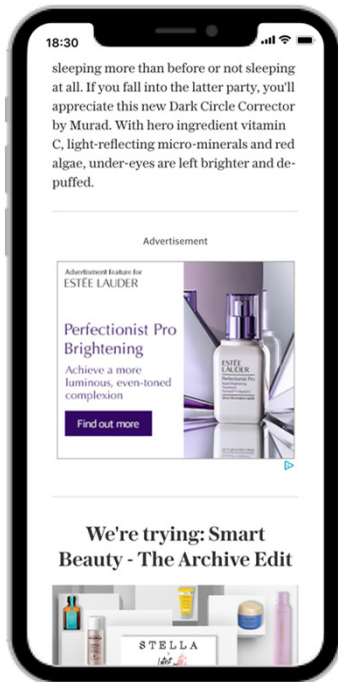


17 Minutes
Our readers spend on average 17 minutes per visit onsite from newsletter

Advertising with Newsletters



Sponsorship logo



MPU

Advertising Placements and Formats

Sponsorship logo 100X60

MPU 300 X 250

Max file size

40k max

Creative Type

JPG/GIF/PNG

LiveIntent accept the following Third Parties for Click and Impression Tracking: DoubleClick Campaign Manager (DCM), Atlas, Sizmek, Mediaplex/Conversant, Medialets, Trueeffect, PointRoll, CAKE, AdGear, Bridgetrack and Flashtalking.

Adops SLA Creative Testing

Standard Creative requires 3-5 working days

An initial check of the creative will be done within 1 working day of receipt, this will involve checking we have all we need and is not the full QA.