The Times & The Sunday Times
Connecting you to the most affluent audiences
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

<table>
<thead>
<tr>
<th>The Times newspaper was the first to publish its copy online</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Sunday Times was the first British newspaper to have a colour magazine</td>
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<tr>
<td>The Times was the first newspaper to have borne that name, lending it to numerous other papers around the world</td>
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<tr>
<td>The Sunday Times pioneered regular two-section and then three section newspaper publishing</td>
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<tr>
<td>The Times was the first British newspaper to publish Su Doku puzzles</td>
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<tr>
<td>The Times was the first newspaper to develop its own network of foreign and later home correspondents</td>
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<tr>
<td>The Times was the first newspaper to be printed by a steam printing press.</td>
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</tbody>
</table>
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.

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

71%

Source: AIA Brand Tracker, May 2015
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
- Rolex: 1931
- Louis Vuitton: 1982
- Gucci: 2006
- Breitling: 2015
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 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

Sources; TGI Jan 15 – Dec 15, Keller Fay, Global Business Influencer Survey 2016
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

Sources: TGI Premier 2016, Global Business Influencer survey 2016
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

Sources: TGI April 2015-March 2016, Keller Fay, Business Influencer Survey 2016,
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

NRS (July 15 – June 16), AIR, TGI April 2015 – March 2016, Keller Fay.
Our portfolio

**Our portfolio**

- **Insider City Guides**
  - 20,000
  - 22,276

- **TLS**
  - 140,000
  - 9,567

- **Brand Extensions - registered users**
  - 165 events with 25,000 tickets sold per year
  - 8 million entries across 500 competitions

- **Events & Competitions**

- **Social Followers**
  - 801,139
  - 5,437,175
  - 107,155
  - 930,784,603 social post reach

- **The Times**
  - 1,000,000 daily reach
  - 440,000 daily circulation

- **Print**

- **Syndication**
  - News Syndication
  - licence content to clients in over 50 countries

- **Subscribers**
  - 416,000 registered to The Times & The Sunday Times

- **Website**
  - 4,700,000 monthly uniques

- **Digital**

- **Tablet**
  - The Times
  - 86,000 daily active views
  - The Sunday Times
  - 69,000 daily active views

- **Newsletters & Bulletins**
  - 22 customer and external newsletters

- **Pocasts**

NRS April 2016; ABC April 2016; ABCe April 2016; Data Warehouse May 2016; Times+ Activity Audit, October 2015; Sprinklr April 2016; NRS JAN – DEC 2015, TGI GB Q1 2016 / Adobe Ad Hoc Discover March 2016
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

Source: NRS April 2015 – March 2016, Average Issue Readership
We reach more men than any other quality newspaper

Source: NRS April 2015 – March 2016, Average Issue Readership
We reach more women than any other quality newspaper

Source: NRS April 2015 – March 2016, Average Issue Readership
We reach more affluent women than any other quality newspaper

Source: NRS April 2015 – March 2016, Average Issue Readership
We reach more younger affluent women than any other quality newspaper.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>AB Women under 45</th>
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<tbody>
<tr>
<td>The Sunday Times</td>
<td>216,517</td>
</tr>
<tr>
<td>The Guardian</td>
<td>129,038</td>
</tr>
<tr>
<td>The Daily Telegraph</td>
<td>85,669</td>
</tr>
<tr>
<td>The Independent</td>
<td>54,160</td>
</tr>
</tbody>
</table>

Source: NRS April 2015 – March 2016, Average Issue Readership
We reach more male affluent readers than any other quality newspaper

Source: NRS April 2015 – March 2016, Average Issue Readership
We reach more younger male affluent readers than any other quality newspaper

Source: NRS April 2015 – March 2016, Average Issue Readership
Audience

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

NB These charts all use TGI Premier 2016
We reach more high income earners than other quality newspapers
We connect you to more readers than any other quality newspaper

Average Issue Readership

- **The Sunday Times**: 2,018,000
- **The Daily Telegraph**: 1,708,000
- **The Observer**: 1,093,000
- **The Independent**: 880,000
- **Financial Times Weekend**: 356,000

Source: TGI Premier 2015
We reach more affluent readers than any other quality newspaper

Source: TGI Premier 2015
We reach more affluent readers than any other quality newspaper

Source: TGI Premier 2015
We reach more men than any other quality newspaper

Source: TGI Premier 2015
We reach more male affluent readers than any other quality newspaper

Source: TGI Premier 2016
We reach more younger male affluent readers than any other quality newspaper

Source: TGI Premier 2016
We reach more women than any other quality newspaper

Source: TGI Premier 2015
We reach more affluent women than any other quality newspaper
We reach more affluent women than any other quality newspaper

Source: TGI Premier 2015
We reach more younger affluent women than any other quality newspaper.

Source: TGI Premier 2015
### Our audience

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

<table>
<thead>
<tr>
<th></th>
<th>THE TIMES</th>
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<tbody>
<tr>
<td></td>
<td>Monday-Friday</td>
<td>Saturday</td>
</tr>
<tr>
<td>Average age</td>
<td>54</td>
<td>55</td>
</tr>
<tr>
<td>15-34s</td>
<td>173,000 (17%)</td>
<td>195,000 (16%)</td>
</tr>
<tr>
<td>Gender</td>
<td>58% male / 42% female</td>
<td>53% male / 47% female</td>
</tr>
<tr>
<td>ABC1s</td>
<td>86%</td>
<td>89%</td>
</tr>
<tr>
<td>£50k+ income</td>
<td>220,000 (22%)</td>
<td>279,000 (23%)</td>
</tr>
<tr>
<td>Management role</td>
<td>164,000 (16%)</td>
<td>182,000 (15%)</td>
</tr>
<tr>
<td>Own 2+ properties</td>
<td>214,000 (18%)</td>
<td></td>
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</tbody>
</table>

NRS Jan 15 – Dec 15, AIR, TGI Premier 2015
### Our digital audience are younger, wealthier and more urban

<table>
<thead>
<tr>
<th></th>
<th>Print (M-S)</th>
<th>Print (Sunday)</th>
<th>Web Browser</th>
<th>iPad App</th>
<th>iPhone App</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Daily Audience</strong></td>
<td>1,194,000</td>
<td>2,458,000</td>
<td>159,096</td>
<td>73,000</td>
<td>17,529</td>
</tr>
<tr>
<td><strong>Average Age</strong></td>
<td>52</td>
<td>49</td>
<td>53</td>
<td>51</td>
<td>46</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>59%</td>
<td>51%</td>
<td>69%</td>
<td>75%</td>
<td>759%</td>
</tr>
<tr>
<td><strong>Upper social class (AB)</strong></td>
<td>63%</td>
<td>61%</td>
<td>69%</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td><strong>Household income £50k+</strong></td>
<td>27%</td>
<td>29%</td>
<td>48%</td>
<td>57%</td>
<td>55%</td>
</tr>
<tr>
<td><strong>Professional/Senior Management</strong></td>
<td>53%</td>
<td>46%</td>
<td>48%</td>
<td>59%</td>
<td>58%</td>
</tr>
<tr>
<td><strong>London</strong></td>
<td>36%</td>
<td>32%</td>
<td>39%</td>
<td>41%</td>
<td>45%</td>
</tr>
</tbody>
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