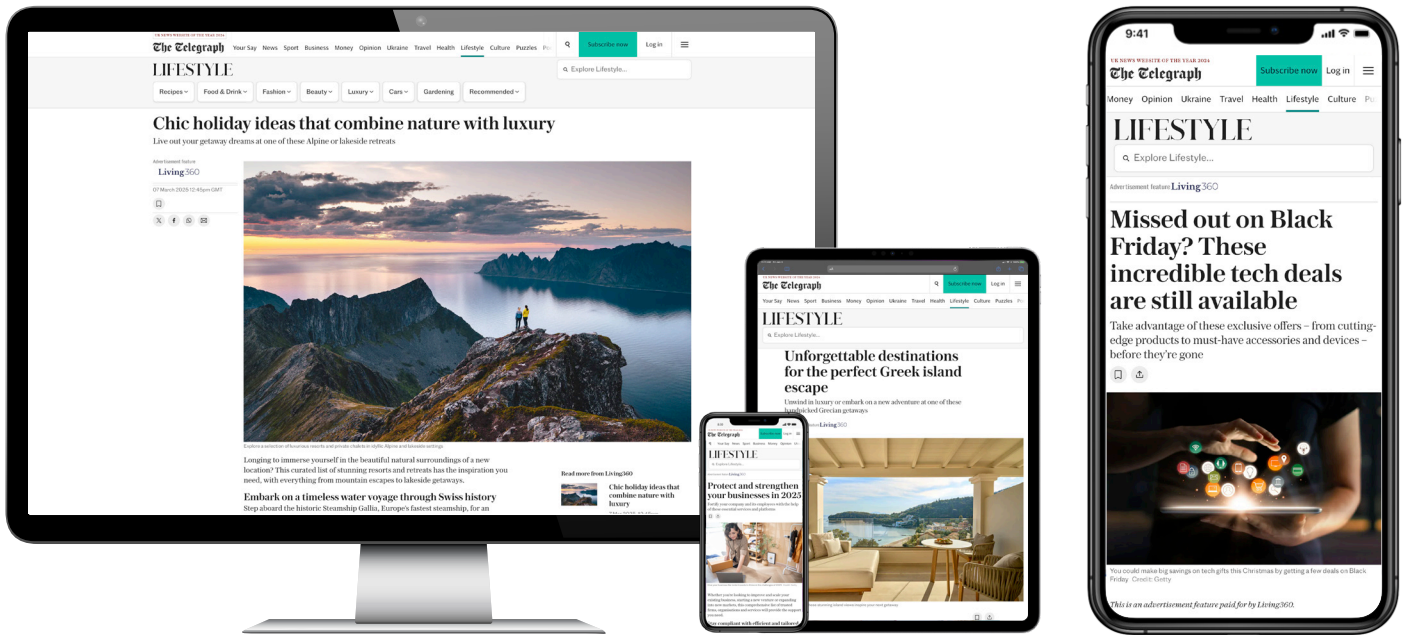# The Telegraph

IN ASSOCIATION WITH **Living**360

READERSHIP

Readers of *The Telegraph* have strong interests in finance, travel and luxury goods and services.

The audience is primarily of the ABC1 demographic, and is drawn to content that encompasses business, food and drink, high-end goods and aspirational holidays. The readership includes high-net worth individuals, business leaders and those who value products and services that they can implement into their lives.

Advertisers value *The Telegraph* readership for their interest in financial and luxury products, and they recognise that the readership are drawn to services that can streamline their lives. This audience is more likely to take multiple holidays in a year and seek destinations that suit the entire family. Readers are willing to spend more on luxury holiday and dining experiences, as well as products that go above and beyond the norm.

HOW IT WORKS

1 Campaign page, with hero image and supplier-led content piece

2 Accompanying leaderboard, MPU & Mobile ad

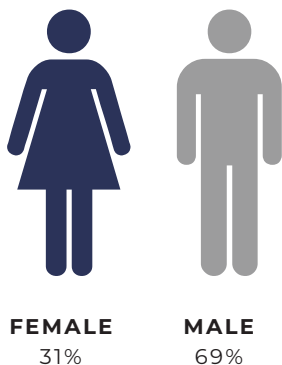**3** Bespoke article, with listing, heading, main image, engaging editorial and unique call to action

16.9M
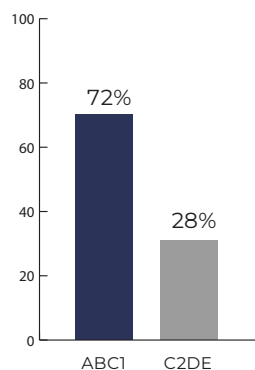UK UNIQUE USERS

300M
MONTHLY PAGE VIEWS

26M
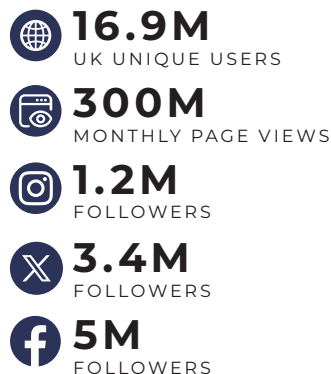GLOBAL MONTHLY USERS

72%
ABC1

GENDER

FEMALE 31% **MALE** 69%

SOCIAL GRADE

72% ABC1
28% C2DE

DIGITAL STATISTICS

16.9M UK UNIQUE USERS

300M MONTHLY PAGE VIEWS

1.2M FOLLOWERS

3.4M FOLLOWERS

5M FOLLOWERS
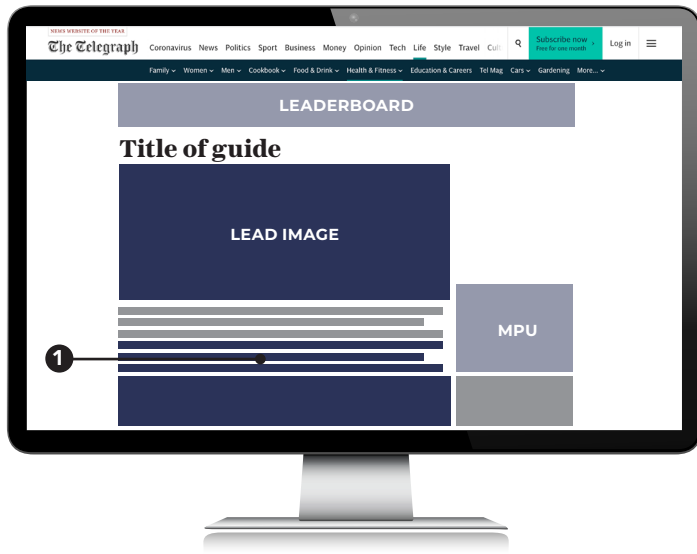
CLIENT CAMPAIGN

WHAT WE NEED FROM YOU FOR YOUR CAMPAIGN:

· Up to 120 words for your content listing that will be rewritten to house style about a service or product
· Three banners (see right for online advertisement requirements)
· Selection of high-resolution images
· Your bespoke call to action
· The URL of your website

❶ **Content listing structure**
Listing headline: 10-30 characters (e.g. XYZ Food)
Your listing: 100-120 words supplied in a Word document about a specific service or product that you would like to promote
Call to action: 10-30 words, which could include an offer flash, contact details and address (e.g. 10% discount code ABC; find us at xyz.com; phone 1234)
Images: One or two high-resolution images in landscape format

Content compliance
Once all material is submitted according to the specifications, the content will be rewritten to adhere to the publication's house style. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserves the right to make grammatical changes and corrections to ensure the content meets house style. All content must be ASA (Advertising Standard Authority) compliant and may be subject to these standards for approval. Changes will be made, if necessary, to meet these guidelines. Hosted on Telegraph.co.uk on behalf of APL Media, which takes sole responsibility for the content of the article.

Approvals & amendments
· APL Media Ltd will provide a proof for client approval.
· The client will have the option to review and send amendments before final approval.
· Note, the second and final proof is for fact-checking and approval/records only.
· Additional amendments will incur an extra charge of £45 per round of changes per hour. As such, please ensure any amendments are clear and concise.
· Amendments are required within 48 hours; final approval within 24 hours.

If a client cannot provide the content detailed above and requires the publisher to create it on their behalf, this will incur a production charge for copywriting and image* research. Please contact the production team for more information.

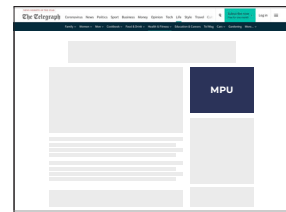**Image specifications:** Please supply images as high-resolution RGB JPEGs.

*Image use subject to editorial discretion and may vary depending on quality, size and layout. Excludes image(s) cost; image searches (£40/hour); and copywriting (£40/hour)

ONLINE ADVERTISEMENT REQUIREMENTS
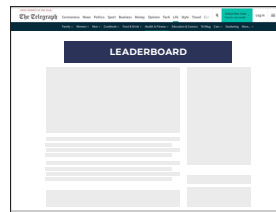
LEADERBOARD
Width: 728px // Height: 90px

MPU
Width: 300px // Height: 250px

MOBILE
Width: 320px // Height: 50px

WHAT WE NEED FROM YOU FOR YOUR BANNER ARTWORK:

DELIVERY:

3 x banners
In leaderboard, MPU and Mobile formats, respectively

File types and size restrictions
Image files can be supplied as .gif or .jpeg files.
Maximum file size: 100kb.

Video Files must be embedded in rich media html5 files.
NB we do not support native MP4 file format.

Submission lead-time
Minimum ten working days before the campaign starts

Labelling requirements
Ad unit content to be clearly distinguishable from normal web page content

HTML5 (raw files)
We require HTML5 via third-party vendors (3rd Party JavaScript tags)

Third-party blocking tags
Third-party keyword blocking tags cannot be accepted.

Maximum initial file load size
100 KB

Maximum subsequent file load size 1 MB

Maximum user-initiated file size 1.5 MB for creative files; 10 MB for creative & video combined

Cached JavaScript / shared libraries
It is our policy to not exempt any JavaScript load sizes simply because they are thought to be 'cached', which is in line with IAB guidelines. For calculating ad file weight, all files for the ad, including those shared libraries not exempt by the publisher or ad server, must be included as part of the maximum file weight calculation.

HTML local storage
Tags must not utilise HTML local storage functionality

Maximum video & animation frame rate
24 fps

Maximum video or animation length
30 sec

Audio initiation
Must be user-initiated (click for sound)

Hot spot
Less than 25% of the ad; must NOT initiate audio

Z-index range
0-4,999

Minimum required controls
Video must include: play, pause and mute

File transfer
Files should be emailed directly to **digital@aplmedia.co.uk**. Call the production team on +44 (0) 207 553 7372 for further information.