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 dazzling bespoke content, to inform, inspire, educate or even make you laugh."

Michelle Brister - Head of Audience





ge Telegraph





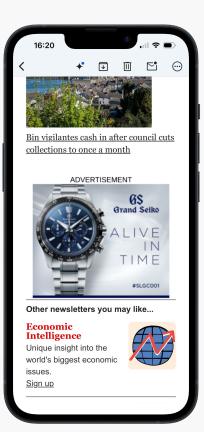


As our chief football writer Sam Wallace reports, Klopp's Liverpool farewell is turning sour and the club

row here.

Passendo and targeting options





Advertising Placements and formats

Sponsorship - max file size 100kb

Sponsorship logo (100x60) MPU (300X250)

Impression goal - max file size 100kb

MPU (300x250) only

Creative Type

JPG/GIF/PNG

Passendo accepts 3rd party tracking for click and impression tracking. It needs to be a 1x1 image link without a script but can contain GDPR consent string or timestamp etc.

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.

Rate card

The Telegraph

Targeting Option	Cost
Tenancy Sponsorship (see individual slides)	£60 (tenancy rate card)
Run of Category	£19 (CPM)
ROS (all Newsletters)	£6.50 (CPM)

Newsletters sent on a Monday are often cancelled on Bank holidays. This should be taken into account for sponsorships. Contact adops@telegraph.co.uk for any queries.



Good evening. It has emerged that Russia jammed the Global Positioning System signal of the Defence Secretary's official jet on a round trip to Poland.

Elsewhere, HMRC failed to answer

Daily

The Front Page Newsletter

Keep up to speed with the latest news, features and analysis with The Front Page Newsletter. Start your day with Madhvi Pankhania's essential morning reading and round off the afternoon with a PM briefing by Joshua Hughes.

Sign up for free to The Front Page Newsletter to receive:

- The Telegraph's headline stories
- A selection of our best journalism
- The daily Panagram puzzle, and answers
- In your inbox every evening

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 244,400 Open Rate: 29%

Daily sponsorship

£4,252

Daily Cost

70,876

Sponsorship Volume

1

Daily

70,876



Weekly

Exclusive

The Matt Newsletter

Matt Pritchett is a Telegraph institution. Enjoy an inside peek into the award-winning cartoonist's work with The Matt Newsletter, an unmissable exclusive treat - complete with hilarious cartoons and entertaining commentary.

What you'll find in The Matt Newsletter:

- A round-up of the week's Matt cartoons
- Witty, behind-the-scenes insights
- An exclusive, unseen Matt sketch
- In your inbox, every Sunday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 20,227 Open Rate: 68%

Monthly sponsorship

£2,849

Monthly Cost

41,484

Sponsorship Volume

4

Sunday

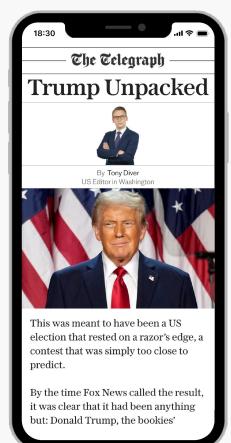
13,828

Politics

Politics has never been as engaging and has never engaged so many people. With the best-connected journalists in Westminster, The Telegraph is committed to bringing its readers stories across all areas of domestic and international politics – from breaking news to comment to in-depth analysis. No other news organisation has broken more exclusive political stories in the past couple of years.

ROC	Newsletters included	Max monthly imps
	Telegraph Politics	
Politics	Trump Unpacked	813,118







Politics



Sunak's approval rating overtakes Starmer's



By Dominic Penna Political Reporter

Encouraging signs for Rishi Sunak today as his net approval rating overtook that of Sir Keir Starmer in the Blue Wall.

A total of 39 per cent approved of Mr Sunak and 36 per cent disapproved, while 33 per cent approved of Sir Keir and 31 per cent disapproved. Weekdays

Telegraph Politics

Let our political reporters be your guide to the important decisions facing MPs and the biggest stories in Westminster. Delivered to your inbox for free every weekday.

What you'll receive in our free Politics Newsletter:

- Updates from the corridors of Westminster
- Must-read opinion from our columnists
- Amusing cartoons and standout quote
- In your inbox, every weekday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 64,800 Open Rate: 33%

Weekly sponsorship

£6,415
Weekly Cost

106,920

Sponsorship Volume

5

Monday - Friday

21,384



This was meant to have been a US election that rested on a razor's edge, a contest that was simply too close to predict.

By the time Fox News called the result, it was clear that it had been anything but: Donald Trump, the bookies' Weekly

Trump Unpacked (coming soon)

President Trump's second term in office is set to reshape America's economy, society and global politics. As the Republican returns to the White House, Tony Diver, our US Editor, brings you a different take on the issues that matter - from the free market, to free speech and a free world.

In the Trump Unpacked newsletter, delivered every Friday, you'll find:

- Unmissable analysis of what's going on in the Trump administration
- Coverage of key issues including the economy, immigration and social affairs
- Thought-provoking opinion from leading writers

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: Open Rate: %

Monthly sponsorship

£?

Monthly Cost

?

Sponsorship volume

4

Friday

7

Lifestyle

Lifestyle content at The Telegraph is all about having a more enjoyable life. Covering property, interiors, gardening, motoring, food and drink, and family and relationships, our editors are real experts whose aim is to inspire readers with ideas, report on what's new and give lots of advice on topics we know our readers are passionate about.

	Newsletters	
ROC	included	Max monthly imps
	Royal Appointment	
	Recipes	
	Puzzles	
	Lifestyle	
Lifestyle	Healthy Living	3,056,914





juice or a generous grating of zest,

fresh edge to dishes but draws out

chicken to pork.

the flavours of meat especially, from

this magic ingredient not only adds a



Weekly (Exclusive

Your Royal Appointment

Your Royal Appointment Newsletter is our essential guide to the Royal family. Penned by expert journalists, including royal commentator Hannah Furness, this exclusive newsletter reveals what is really happening behind palace doors.

What you'll receive in this subscriber-exclusive newsletter:

- Two exclusive columns on royal news and fashion
- The week's best picture of the Royal family
- Your questions about royalty, answered
- In your inbox, every Wednesday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 17,209 Open Rate: 54%

Monthly sponsorship

£2,802

Monthly Cost

46,697

Sponsorship Volume

4

Wednesday

9,339





"I have always regarded lemon as a third seasoning in the kitchen, after salt and pepper," <u>writes Simon</u> <u>Hopkinson</u> in the foreword for a new book, The Gourmand's *Lemon: A Collection of Stories and Recipes.*

Whether with a squeeze of citrussy juice or a generous grating of zest, this magic ingredient not only adds a fresh edge to dishes but draws out the flavours of meat especially, from chicken to pork.

Weekdays

Telegraph Recipes

Looking for culinary inspiration? Sign up to The Telegraph Recipes Newsletter for a feast of ideas from our recipe site. You'll receive delicious and practical dishes from our food columnists and favourite chefs – every weekday.

What you'll find in the free Recipes Newsletter:

- Easy and quick dinners
- Irresistible bakes
- Healthy and meat-free recipes
- Top tips and secrets from renowned chefs
- In your inbox, every weekday lunchtime

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 80,500 Open Rate: 30%

Weekly sponsorship

£7,245

Weekly Cost

120,750

Sponsorship Volume

5

Monday - Friday

24,150



Some of our most popular puzzles are our Quick Crosswords, which launched almost 90 years ago, in 1937. A key feature of every Quick since October 1951 has been that the first two or three across answers make up a pun. Sometimes obvious, often groanworthy, they provide an added facet to the puzzles, which

Weekly

Telegraph Puzzles

Give your mind a workout with The Telegraph Puzzles Newsletter, which features the nation's favourite puzzles, from crosswords to Sudoku. You'll also receive special brain-teasers and the editor's three favourite puzzles of the week.

What you'll find in our free Puzzles Newsletter:

- Classic puzzles and new challenges
- Puzzles tricks and tips
- Special features from editors and compilers
- A two-minute teaser, prize puzzles and more
- In your inbox, every Sunday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 87,893 Open Rate: 34%

Monthly sponsorship

£7,144

Monthly Cost

119,060

Sponsorship Volume

4

Sunday

29,765



Can I just speak up on behalf of the slowing fashion cycle? From time to time I hear complaints there's nothing new in fashion – and fair dos. The fact that one of the best looks at the Oscars this year was Carey Mulligan's Schiaparelli replica of a 1951 recreation suggests we are indeed in a "what goes around comes around" moment.

By Lisa Armstrong

Daily

Telegraph Lifestyle

Sign up for free to The Telegraph Lifestyle Newsletter to receive the best features and tips from the worlds of fashion, beauty, food, interiors, travel and more – in your inbox, seven days a week.

What you'll get:

- Fashion and beauty advice and shopping tips
- Lifestyle features, travel inspiration and recipe ideas
- Celebrity interviews and personal stories
- In your inbox every day

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 59,700 Open Rate: 28%

Weekly sponsorship

£7,020

Weekly Cost

117,012

Sponsorship Volume

7

Every day

16,716



Lifestyle





By Sophie Tobin, JUNIOR FASHION AND BEAUTY EDITOR

New year, new trends — or so it used to be. If last season's catwalks are anything to go by, the way to update your wardrobe in 2023 is with something you already own. White shirt? Tick. Mary Jane shoes? Tick. Bias cut skirt? Last seen in the '90s but kept at the back of the wardrobe in case of a revival, tick! Read Laura Craik's guide to the year ahead in fashion https://example.com/here.

Meanwhile, Melissa Twigg visited the glossiest factory in the world, the Gucci Art Lab in Florence. She takes us through the Santa's workshop for fashion lovers, which includes a

Weekly

Lifestyle - Fashion

Sign up for free to The Telegraph Lifestyle Newsletter to receive the best features and tips from the worlds of fashion, beauty, food, interiors, travel and more – in your inbox, seven days a week.

What you'll get:

- Fashion and beauty advice and shopping tips
- Lifestyle features, travel inspiration and recipe ideas
- Celebrity interviews and personal stories
- In your inbox every Friday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 59,700 Open Rate: 28%

Monthly sponsorship

£4,011

Weekly Cost

66,864

Sponsorship Volume

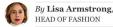
4

Friday

16,716







It's that time of year when everyone thinks about clearing out their wardrobe, or feels guilty because they haven't got round to it.

If you still haven't summed up the energy, hold fire, at least until you've read Caroline Leaper. Caroline had a radical clear out last year after having her daughter Eva – <u>and now regrets a few lost friends</u>.

Anna Berkeley, a personal stylist who's on The Telegraph Fashion Team's collective speed dial encounters sellers' remorse all too often and Weekly

Lifestyle - Front Row

Sign up for free to The Telegraph Lifestyle Newsletter to receive the best features and tips from the worlds of fashion, beauty, food, interiors, travel and more – in your inbox, seven days a week.

What you'll get:

- Fashion and beauty advice and shopping tips
- Lifestyle features, travel inspiration and recipe ideas
- Celebrity interviews and personal stories
- In your inbox every Wednesday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 59,700 Open Rate: 28%

Monthly sponsorship

£4,011

Weekly Cost

66,864

Sponsorship Volume

4

Wednesday

16,716



Christmas morning (or any morning for that

matter) to look more radiant than we feel - from

eyes (without plastering on loads of foundation),

a brilliant tip for hiding dark circles under the

Weekly

Lifestyle - Beauty

Sign up for free to The Telegraph Lifestyle Newsletter to receive the best features and tips from the worlds of fashion, beauty, food, interiors, travel and more – in your inbox, seven days a week.

What you'll get:

- Fashion and beauty advice and shopping tips
- Lifestyle features, travel inspiration and recipe ideas
- Celebrity interviews and personal stories
- In your inbox every Thursday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 59,700 Open Rate: 28%

Weekly sponsorship

£4,011

Weekly Cost

66,864

Sponsorship Volume

4

Wednesday

16,716



What eating bread really does to your body

- and the healthiest supermarket loaves to buy

The nation's favourite carb can be bad for weight loss and blood sugar – but these selections from the UK's top supermarkets are safe bets

<u>I've drunk Guinness all my life and I've</u> never had a hangover or a beer belly

On St Patrick's Day, our writer explains her lifelong love of the black stuff – not least for its gut health benefits

Weekly

The Healthy Living Newsletter

Sign up to the Healthy Living Newsletter to receive a weekly hand-picked selection of the best of The Telegraph's health, fitness and wellness features - straight to your inbox. Our team of writers will send you the health research you need to know, easy exercise tips and expert advice to help you lead a healthier, happier and longer life - one small step at a time.

With the free Healthy Living Newsletter, you can expect:

- The latest health stories, fitness tips and inspiring interviews
- Healthy recipes and weight-loss advice
- Exercises to relieve stress, boost mental health and improve your sleep
- Simple ways to increase your longevity and train your brain in midlife and beyond
- In your inbox, every Tuesday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 93,904 Open Rate: 37% Monthly sponsorship

£10,344

Monthly Cost

172,408

Sponsorship Volume

4

Tuesday

34,482





Salah rows with Klopp: 'If I speak there'll be fire'

Mohamed Salah and Jurgen Klopp became embroiled in an extraordinary touchline argument yesterday as Liverpool's already-faint title hopes suffered a hammer blow with a draw at West Ham. Watch the row here.

As our chief football writer Sam Wallace reports, Klopp's Liverpool farewell is turning sour and the club Daily

Sport Briefing

Sign up to our free Sport Briefing Newsletter to keep up to date with the latest sporting news. Our sports teams bring you the best analysis, features and interviews from the worlds of football, rugby, cricket, golf and much more.

With each edition of The Sport Briefing Newsletter, you can expect:

- The latest sports coverage
- Highlights from our best features and interviews
- In your inbox, every morning

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 57,608 Open Rate: 28%

Weekly sponsorship

£6,860

Weekly Cost

114,330

Sponsorship Volume

7

Every day

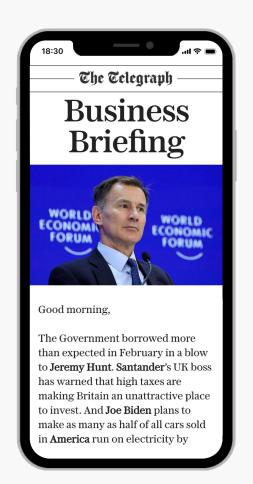
16,333

Business & Money

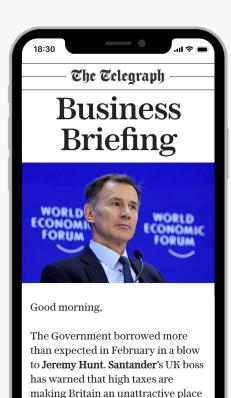
Telegraph Business offers 360-degree coverage of the financial world – from macro-economics to the news affecting your high street.

Money - Your complete guide to being better off - designed to help subscribers who are keen to make their money work harder, whatever stage of life they are at, and whatever their financial experience.

ROC	Newsletters included	Max monthly imps
Business & Money	Business Briefing	
	Economic Intelligence	
	Money Newsletter	610,062
	Telegraph Investor (booked	
	for 2025)	







to invest. And Joe Biden plans to

in America run on electricity by

make as many as half of all cars sold

Mon - Fri & Sun

Business Briefing

The Business Briefing Newsletter is your expert guide to UK and global business. Enjoy news, updates, tips and advice sent direct to your inboxfor free.

What you'll find in The Business Briefing Newsletter:

- Expert commentary on the day's biggest stories
- Five stories to start your day
- A market overview, plus insightful data, charts and analysis
- In your inbox every weekday and Sunday morning

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 72,169 Open Rate: 32%

Weekly sponsorship

£7,778

Weekly Cost

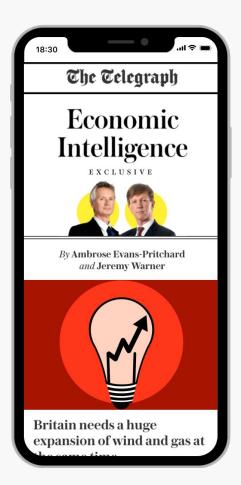
129,797

Sponsorship Volume

6

Monday - Friday + Sunday

23,178



Weekly

Subscriber Exclusive

Economic Intelligence

Two of Britain's most influential market financial and geopolitical commentators. Ambrose Evans-Pritchard and Jeremy Warner, provide in-depth analysis of the world's biggest economic issues - and what might happen next - in our exclusive Economic Intelligence Newsletter.

What you'll find in The Economic Intelligence Newsletter:

- Exclusive commentary and analysis from Ambrose and Jeremy
- The charts and data you need to know
- A weekly round-up of their articles
- In your inbox, every Tuesday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 23,180 Open Rate: 49%

Monthly sponsorship

£3,416

Monthly Cost

56,931

Sponsorship Volume

4

Tuesday

11,386



Twice Weekly

The Money Newsletter

Your finances are important. Stay up to date with the latest information on pensions, property and more by signing up for free to our Money Newsletter.

What you'll find in The Telegraph Money Newsletter:

- Tax and pensions advice
- House prices, mortgages and buy-to-let news
- Investment ideas and savings tips
- Your questions answered by our specialists
- In your inbox, every Wednesday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 94,508 Open Rate: 38%

Monthly sponsorship

£15,117

Monthly Cost

251,945

Sponsorship Volume

8

Wednesday

35,992



Weekly

Exclusive

Telegraph Investor

When investing, picking the right companies, funds or savings bonds is crucial. Let our exclusive Investor Newsletter be your guide to what is happening in the markets, how it affects your money and what you should do to make the best of your savings. It's a one-stop shop for analysis and suggestions on how to grow your savings.

With The Investor Newsletter, you can expect:

- Market news and analysis
- Investment advice and ideas
- Data and charts to help explain markets
- In your inbox, every week

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 17,900 Open Rate: 50%

Monthly sponsorship

£2,148

Weekly Cost

35,800

Sponsorship Volume

4

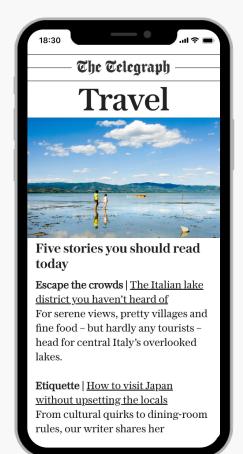
Monday

8,950

Travel

Telegraph Travel is the home of the UK's highest-quality travel journalism: award-winning news and features, advice, interviews, first-person stories, analysis, comment, data and interactive tools – all delivered by the best writers in the business.

ROC	Newsletters included	Max monthly imps
	Travel	
Travel	Hotels	1,153,849







Etiquette | How to visit Japan

without upsetting the locals

rules, our writer shares her

From cultural quirks to dining-room

Wednesday & Sunday

Telegraph Travel

Let the Telegraph Travel newsletter be your guide to inspiring destinations at home and around the globe. Twice a week, our team of experts will send you the latest news, features, opinion and advice.

What you'll receive in our free Travel Newsletter:

- Five must-read travel stories
- The latest travel rules and advice
- Guides to your favourite destinations
- Once-in-a-lifetime competitions for subscribers
- A bi-monthly hotels edition with exclusive recommendations

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 212,900 Open Rate: 25%

Weekly sponsorship

£6,387

Weekly Cost

106,450

Sponsorship Volume

2

Wednesday & Sunday

53,225



Fortnightly

Telegraph Hotels

Let the Telegraph Travel newsletter be your guide to inspiring destinations at home and around the globe. Twice a week, our team of experts will send you the latest news, features, opinion and advice.

What you'll receive in the Hotels Newsletter:

- Bi-monthly hotels edition with exclusive recommendations
- In your inbox every other week

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 90,295 Open Rate: 29%

Daily sponsorship

£3,742

Daily Cost

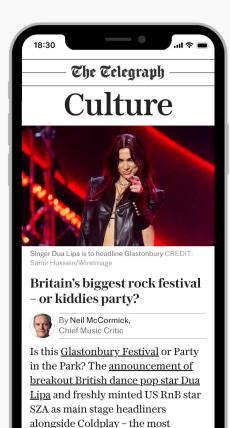
62,372

Sponsorship Volume

1

Sunday

62,372



poptastic rock adjacent band on the

Weekly

Telegraph Culture

Enjoy the best of our journalism about the arts with your free Culture Newsletter.

What you'll receive in The Telegraph Culture Newsletter:

- Commentary from culture writer Tristram Fane Saunders and film critic Robbie Collin
- Our critics' reviews of the latest books, shows, films, albums, and more
- Must-read interviews and features
- Weekly poetry column
- In your inbox, every Thursday

Ad Opportunity

- X1 Sponsored by + logo
- XI MPU
- 100% SOV

Subscriber volume: 46,500 Open Rate: 36%

Monthly sponsorship

£4,017

Monthly Cost

66,960

Sponsorship Volume

4

Thursday

16,740