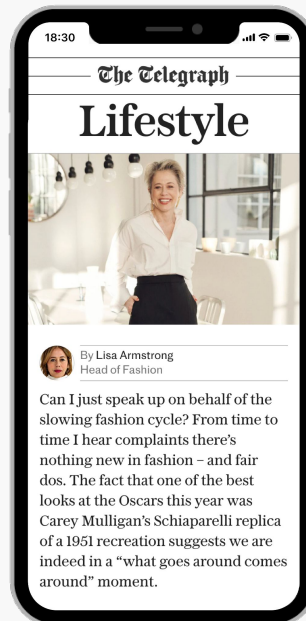
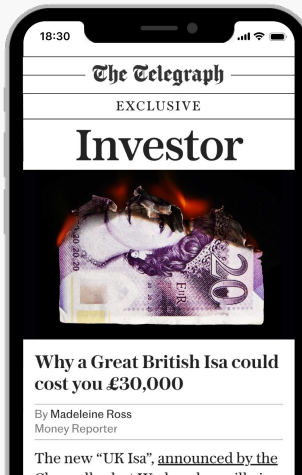
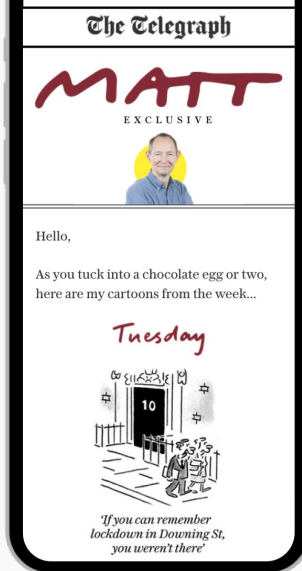


Telegraph Newsletters

More of the Telegraph, straight to your inbox.

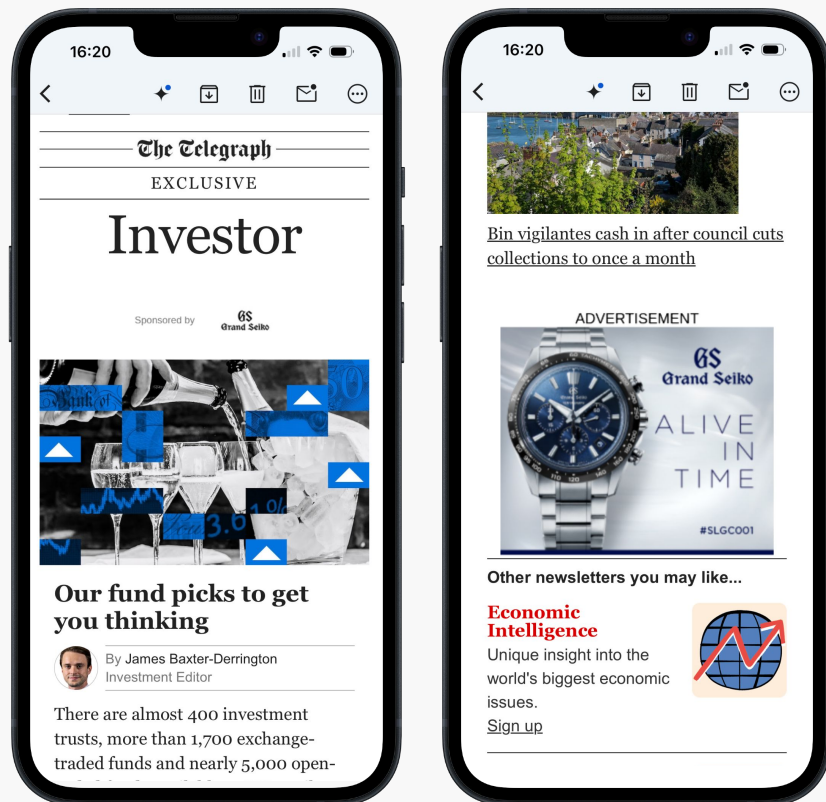
“Newsletters are the perfect tool for reaching readers directly, passing complicated algorithms and going straight to readers’ inboxes. Ours are high quality editorial products with dazzling bespoke content, to inform, inspire, educate - or even make you laugh.”

Michelle Brister - Head of Audience



Passendo and targeting options

The Telegraph



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.

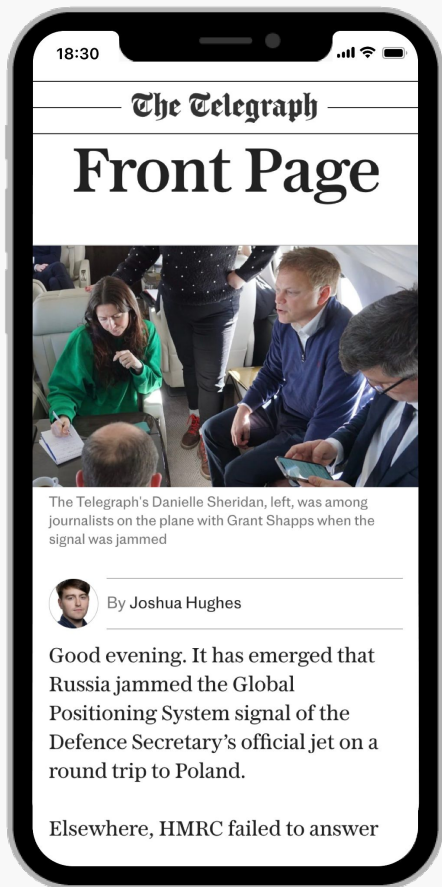
AdOps SLA creative testing

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.

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.



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

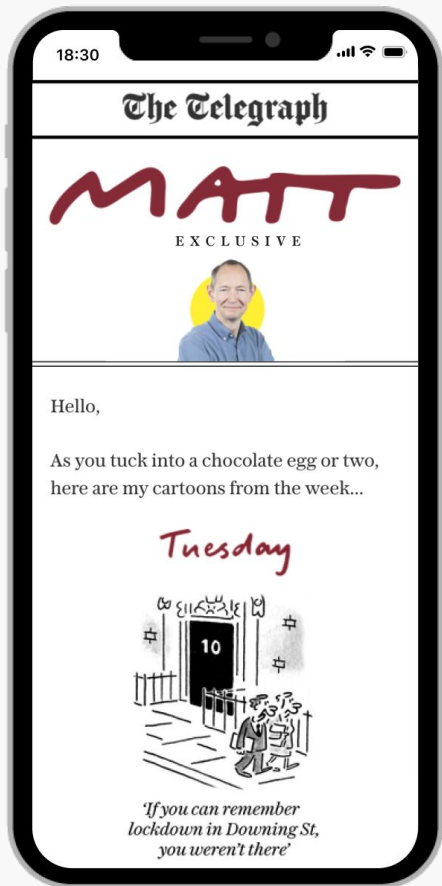
Sponsorship Volume

1

Daily

70,876

Uniques (% open rate)



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

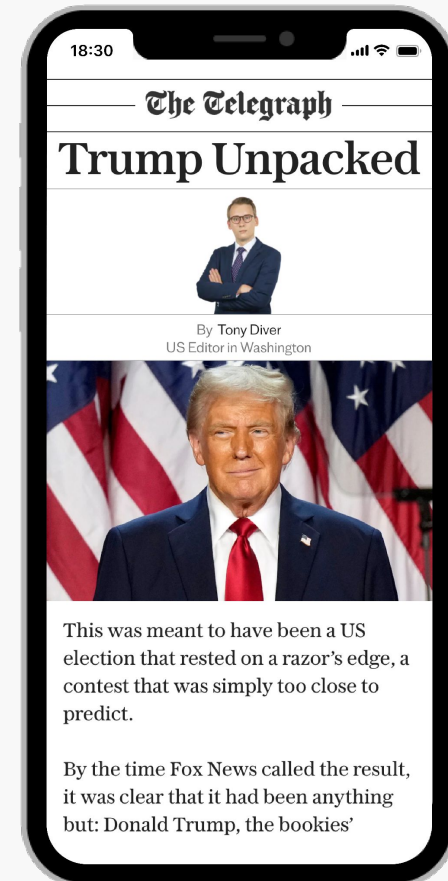
13,828

Uniques (% open rate)

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
Politics	Telegraph Politics	813,118
	Trump Unpacked	





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

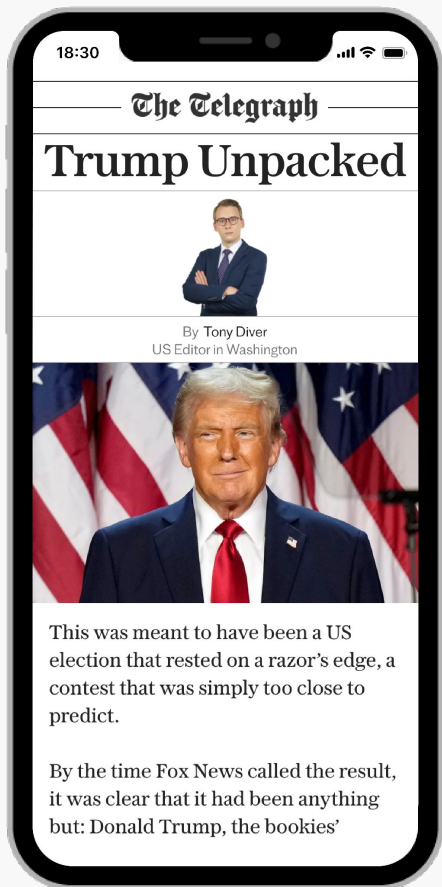
Sponsorship Volume

5

Monday - Friday

21,384

Uniques (% open rate)



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

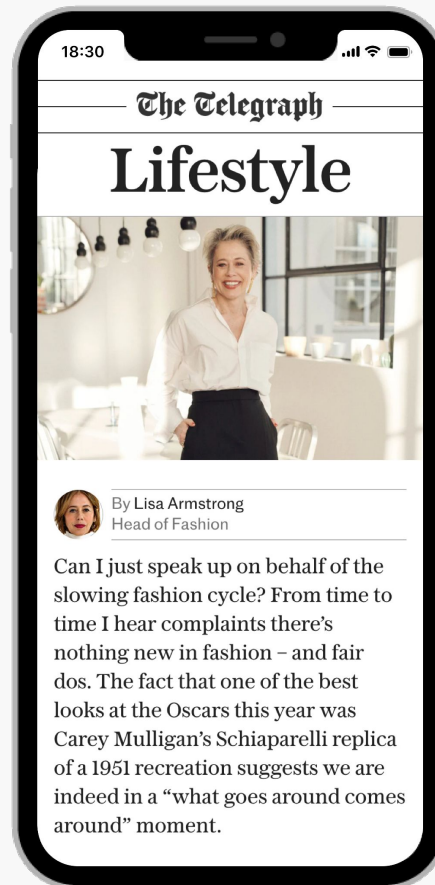
?

Uniques (% open rate)

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.

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





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

Uniques (% open rate)



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

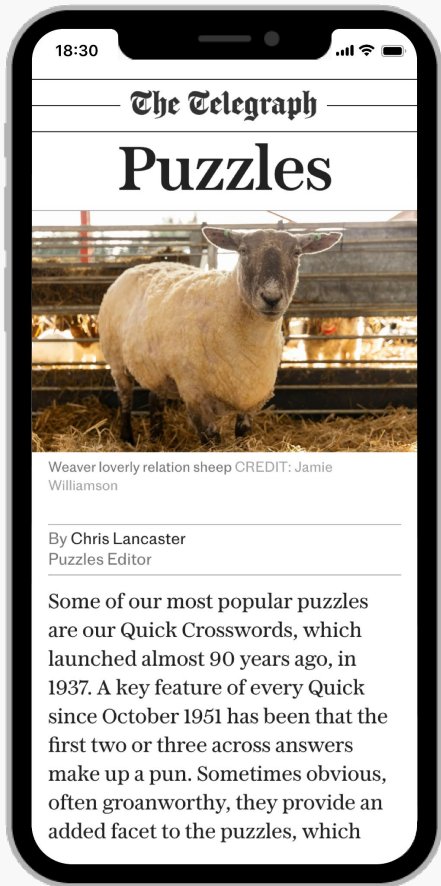
Sponsorship Volume

5

Monday - Friday

24,150

Uniques (% open rate)



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

Uniques (% open rate)



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

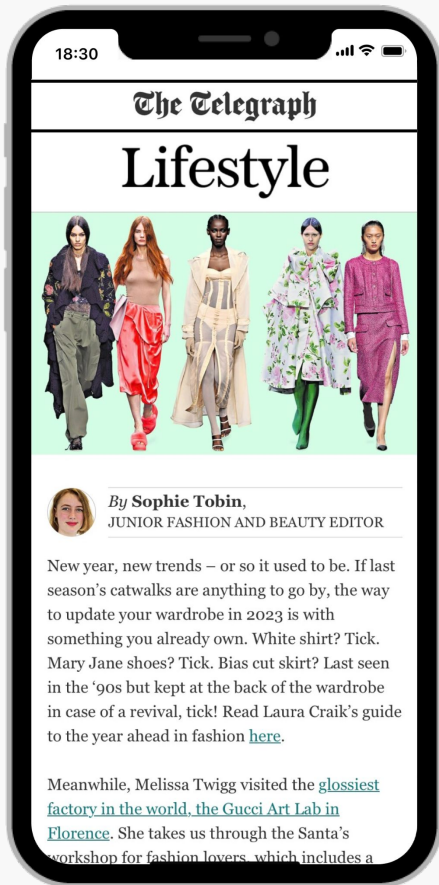
Sponsorship Volume

7

Every day

16,716

Uniques (% open rate)



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

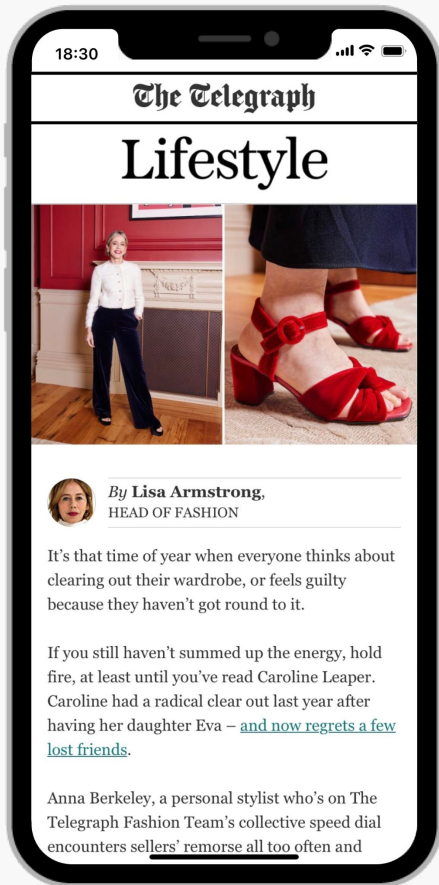
Sponsorship Volume

4

Friday

16,716

Uniques (% open rate)



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

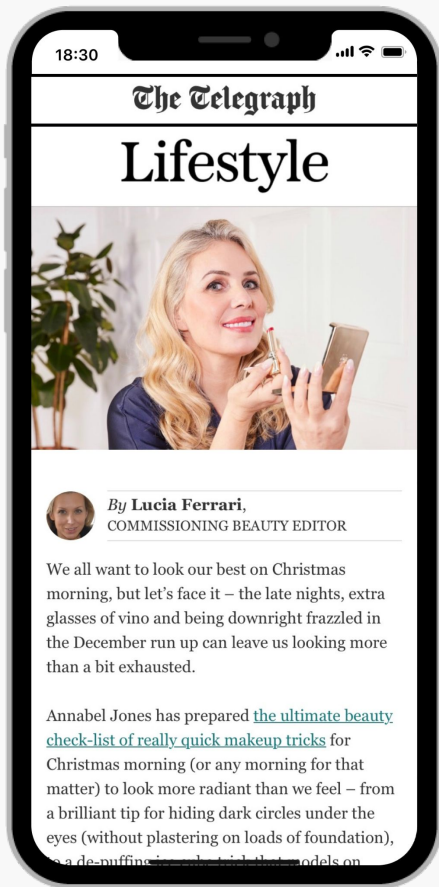
Sponsorship Volume

4

Wednesday

16,716

Uniques (% open rate)



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

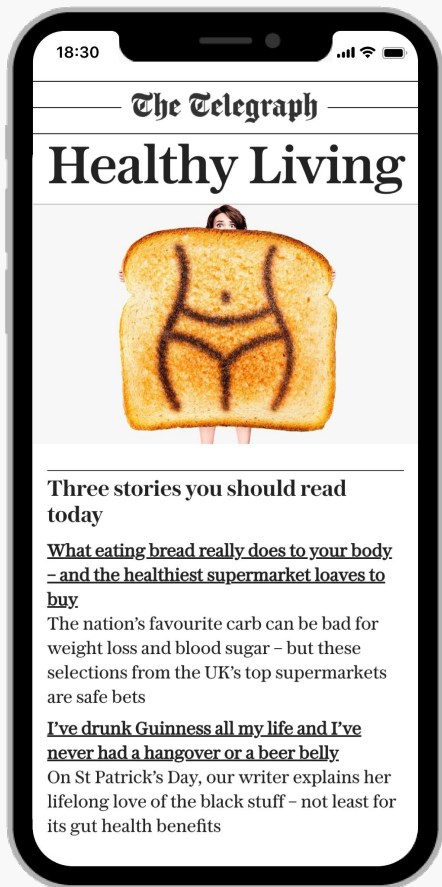
Sponsorship Volume

4

Wednesday

16,716

Uniques (% open rate)



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

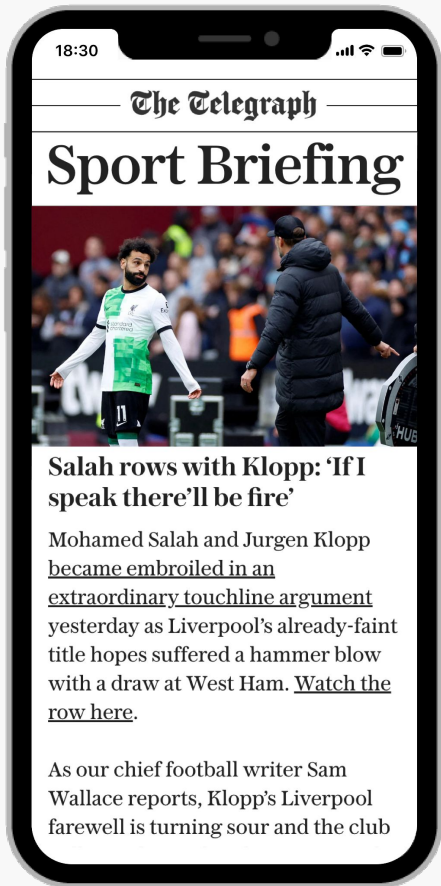
Sponsorship Volume

4

Tuesday

34,482

Uniques (% open rate)



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

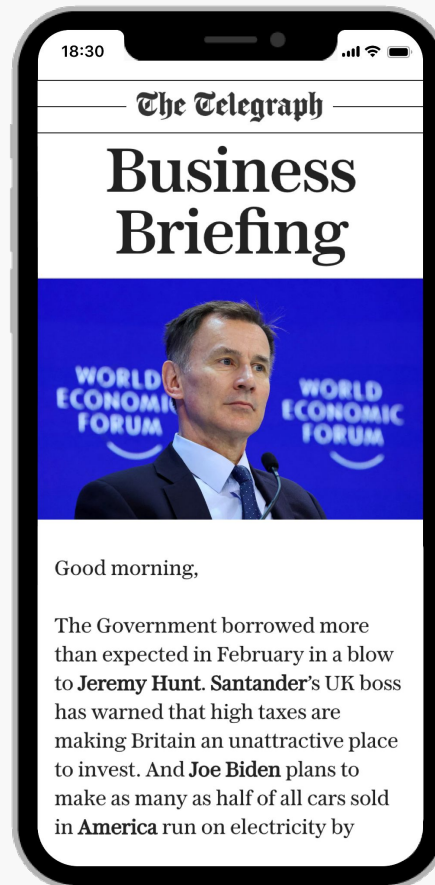
Uniques (% open rate)

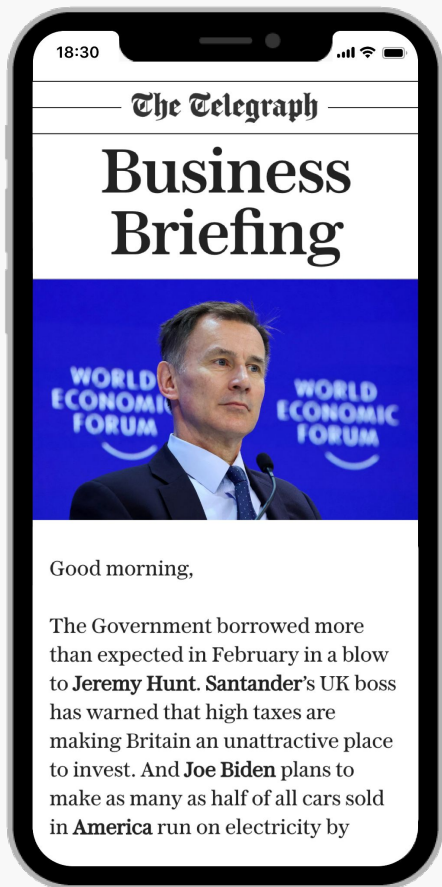
Business & Money

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 imp
Business & Money	Business Briefing	610,062
	Economic Intelligence	
	Money Newsletter	
	Telegraph Investor (<i>booked for 2025</i>)	





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 inbox - for 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

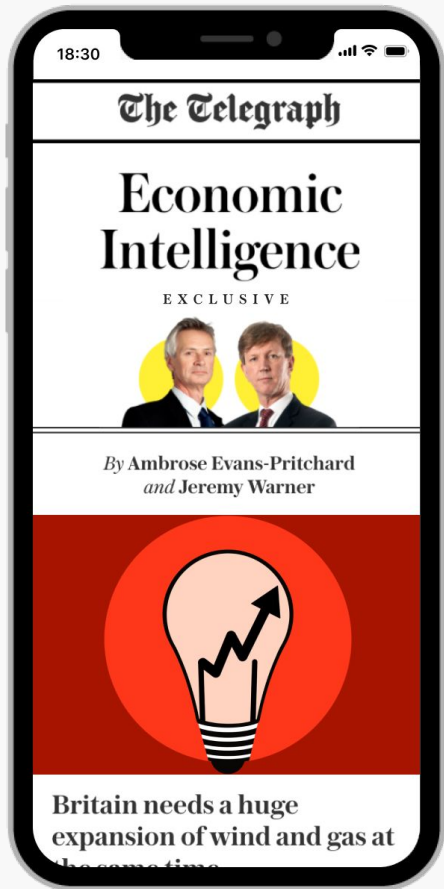
Sponsorship Volume

6

Monday - Friday + Sunday

23,178

Uniques (% open rate)



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

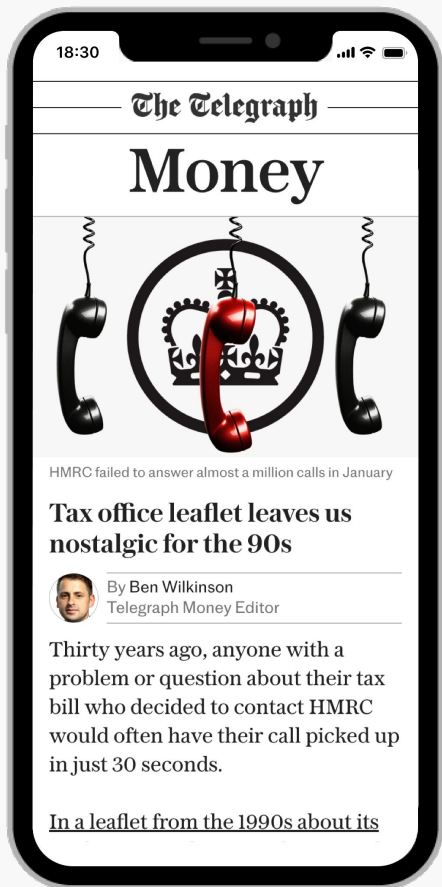
Sponsorship Volume

4

Tuesday

11,386

Uniques (% open rate)



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

Uniques (% open rate)



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

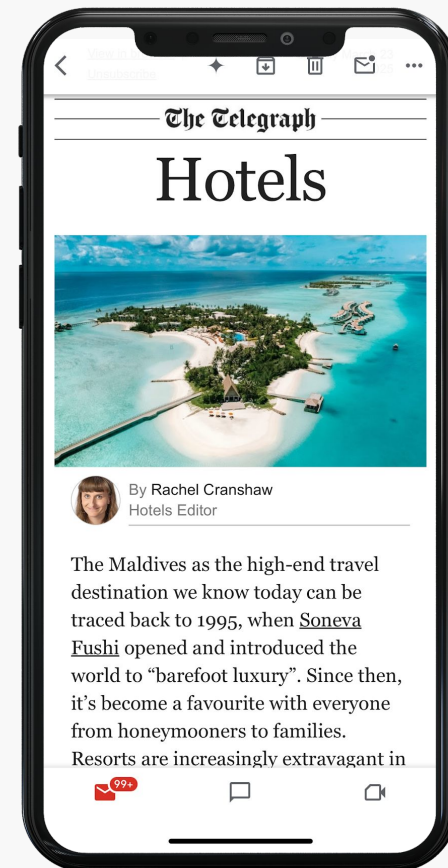
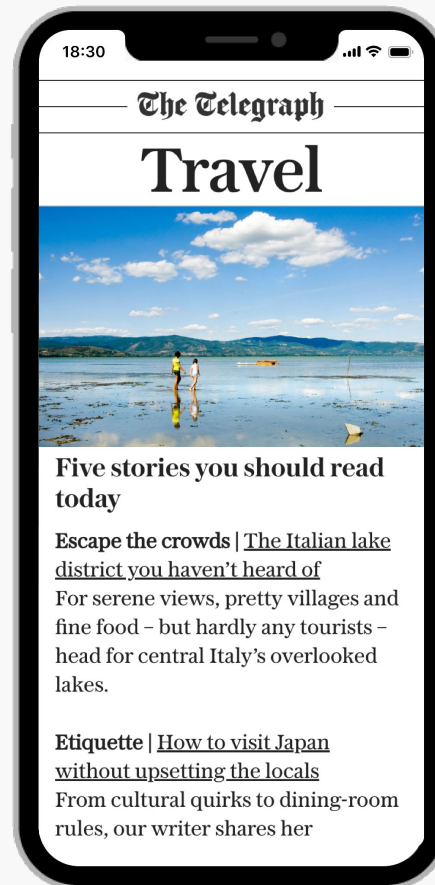
8,950

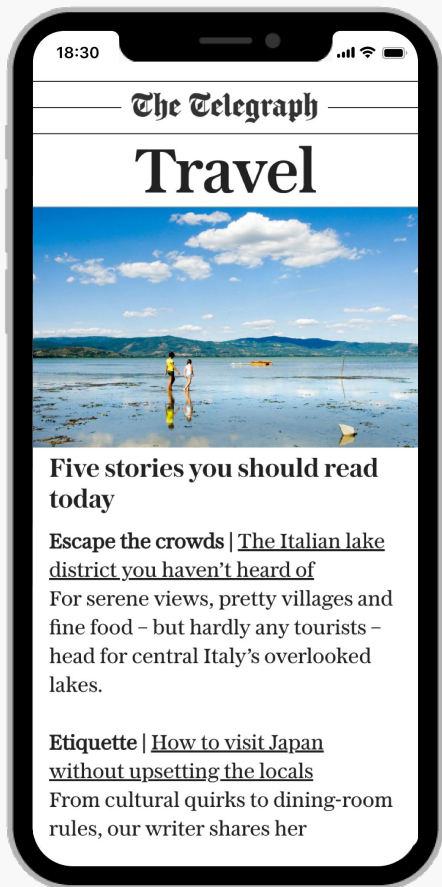
Uniques (% open rate)

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 monthlyimps
Travel	Travel	1,153,849
	Hotels	





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

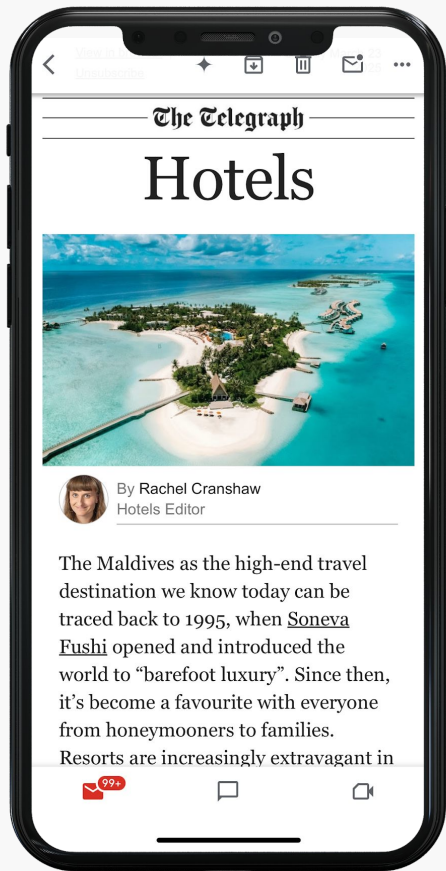
Sponsorship Volume

2

Wednesday & Sunday

53,225

Uniques (% open rate)



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

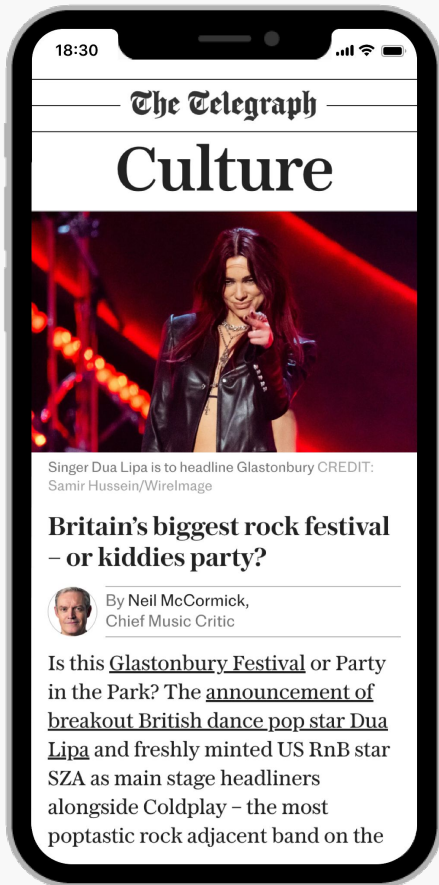
Sponsorship Volume

1

Sunday

62,372

Uniques (% open rate)



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

Uniques (% open rate)