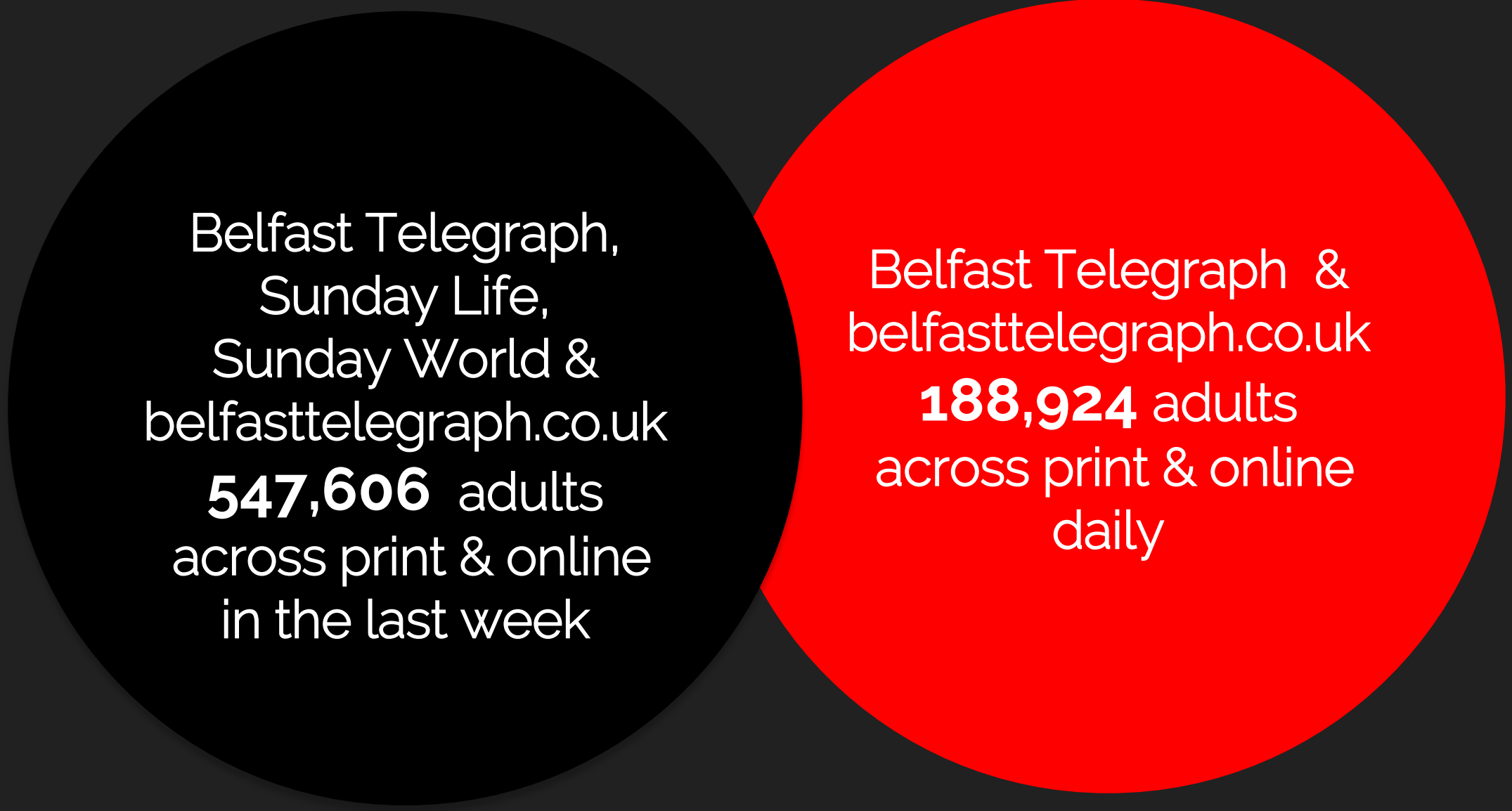




# Readership TGI NI 2023





Cross-platform audiences, adults across print & online

# Belfast Telegraph

Reaching **143,311** readers every day

Readership	143,311
Male	50%
Female	50%
Main Shoppers	79%
AB	30%
ABC1	57%
C2DE	43%

Source: TGI NI 2023





**Sunday**  
**Life**

Reaching **94,595** readers  
every week



# Sunday **Life**

Readership	94,595
Male	57%
Female	43%
Main Shoppers	78%
AB	24%
ABC1	49%
C2DE	51%

A woman with glasses is sitting in a room, reading a book. She is holding a yellow mug. The room has a lamp, a vase of flowers, and a perfume bottle. The background is a red wall with a pattern of leaves and flowers.

# BelfastTelegraph.co.uk

## Reaching 606,115 readers every month

Belfasttelegraph.co.uk in past 4 weeks

Source: TGI NI 2023

# BelfastTelegraph.co.uk

Readership	606,115
Male	47%
Female	53%
Main Shoppers	74%
AB	24%
ABC1	55%
C2DE	45%

Belfasttelegraph.co.uk in past 4 weeks

Source: TGI NI 2023







**Belfast  
Telegraph** Weekend

**Reaching 111,724  
readers every week**

# Belfast Telegraph Weekend

Readership	111,724
Male	44%
Female	56%
Main Shoppers	71%
ABC1	53%
55+	39%

Source: TGI NI 2023



# SUNDAY WORLD

Readership	92,027
Male	59%
Female	41%
Main Shoppers	80%
AB	24%
ABC1	46%
C2DE	54%

Source: TGI NI 2023

