

Launched in 1999, Metro was designed to brighten up the morning commute for an urbanite audience and get them up to speed quickly with what they need and want to know. Today it does so in over 50 cities across the UK. Metro's content is concise, relevant and engaging, presented in a visually appealing, well designed fashion. It remains a sought-out product for the latest news, sport, entertainment and daily features which focus on food, travel, fashion, technology and games, film, music and so much more.

Metro is read by three million adults across the country and is the UK's largest weekday national newspaper. Metro's success is based upon the newspaper's ability to deliver the right product, in the right place, at the right time to the right people. It gives advertisers a valuable opportunity to reach a young, affluent and responsive urban audience.

DISTRIBUTION & READERSHIP

Distribution

30,107

Bus



71%

Rail



19%

Other*



10%

Readership

69,246

Male

57%

Female

43%

ABC1

57%

18 - 44

57%

Work full time

63%

Students

7%

Own home

53%



EDITORIALLY SUPPORTED ADVERTISING PLATFORMS

Every day of the working week Metro publishes editorially supported advertising platforms that aim to engage, educate and inform readers on the latest developments across a number of topics including travel, property, fashion, film and going out. Within each of these sections advertisers can take advantage of a number of creative opportunities including branded content, advertorials and sponsorship to name but a few.

Monday	Tuesday	Wednesday	Thursday	Friday
<p>Escape Wild Thing I think I love you Australia SALE FLIGHT CENTRE</p>	<p>Property White ABOUT MAYFAIR thirty2</p>	<p>Scene Tears after the Fall THE FIRST MONDAY IN MAY</p>	<p>Progress MEET A REAL HIGH-FLIER The geniuses of entertainment sky</p>	<p>Weekend The under of night... Christmas at Kew</p>

FOR MORE INFORMATION AND TO ADVERTISE CALL 07867 980 409 OR E-MAIL CHLOE.SUMMERHILL@METRO.CO.UK

Source: ABC Jan - Dec 2017, Jan 2018. *Other includes Offices/Business/University & Colleges/Hospitals. NRS Oct 2016 - Sept 2017. TGI Oct 2016 - Sep 2017. Readership calculated on national rpc of 2.3 Profile based on national figures.