

Metro is designed to brighten up the morning commute for our urbanite audience. Edited by Ted Young, it gets readers up to date with all they need to know for the day ahead and arms them with plenty of conversation starters - it makes mornings worth talking about. Our unique distribution network guarantees that Metro reaches a targeted and specific aspirational audience which is hugely valuable to advertisers.



What?



CIRCULATION



Where?





















EAST

LONDON

ENGLAND

WEST

NORTH WEST

YORKSHIRE

SCOTLAND

WALES

EAST

GENDER

Who?

59% 41%

AVERAGE

18-44 **YEAR OLDS**

Why?

IN THE MARKET more likely to be buying a home in the next 12 months HEALTH AND IMAGE CONSCIOUS

agree "I look after my health to improve my appearance" That's over ½ readers

ADVENTUROUS FOODIES

agree "I like to try out new food products"