

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 nearly 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

**30,838**

**Bus**



**46%**

**Rail**



**16%**

**Street**



**24%**

**Other\***



**14%**

### Readership

**70,927**

Male

**59%**

Female

**41%**

ABC1

**57%**

18 - 44

**55%**

Work full time

**63%**

Students

**8%**

Own home

**51%**



## ONLINE



**747k**  
Monthly UVs



**3.3m**  
Monthly Pg Views



**91%**  
Mobile Traffic



**40%/60%**  
Gender Split



**58%**  
18-44 Year Olds

## 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



**FOR MORE INFORMATION AND TO ADVERTISE CALL 07747 564 664 OR E-MAIL JAMES.LORAN@METRO.CO.UK**

Source: Source : ABC 2018 | PAMCo Jul 2017 - Jun 2018 | TGI 2018 Q4 - July 2017 - June 2018 | \*Other includes Offices/Business/University & Colleges/Hospitals. Readership calculated on national rpc of 2.3 Profile based on national figures.