



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.



**Did you know?**  
**METRO IS THE UK'S NO.1 NATIONAL WEEKDAY NEWSPAPER**

**What?**

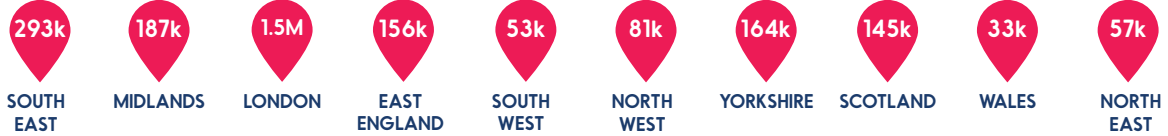


**MILLION ABC CIRCULATION**



**MILLION DAILY READERSHIP**

**Where?**



**Who?**

**GENDER**



**42**  
**AVERAGE AGE**



**Why?**

**IN THE MARKET**  
**+28%**

more likely to be buying a home in the next 12 months

**HEALTH AND IMAGE CONSCIOUS**  
**1.6M**

agree "I look after my health to improve my appearance"  
*That's over 1/2 readers*

**ADVENTUROUS FOODIES**  
**66%**

agree "I like to try out new food products"