



# WHAT YOU ALREADY KNOW

**#1**

**DAILY  
NEWSPAPER**

IN THE UK AND  
MOST READ FREE  
NEWSPAPER IN THE  
WORLD

**18**

**YEARS  
YOUNGER**

THAN THE AVE.  
AGE OF A DAILY  
NEWSPAPER  
READER



**URBANITES**

INFLUENTIAL  
AND SOCIALLY  
ACTIVE URBAN  
AUDIENCE



**APOLITICAL**

IMPARTIAL AND  
POLITICALLY  
NEUTRAL  
EDITORIAL



**CREATIVE**

NO TITLE OFFERS  
MORE CREATIVE  
OPPORTUNITIES  
THAN METRO





The events of the last 18 months have caused fundamental shifts in both the social and media landscapes. Black Lives Matter drove businesses to take a long look at their diversity and inclusion practices, and the COVID-19 pandemic has inspired a re-evaluation of priorities and work/life balance. Plus, we saw the emergence of new national heroes as the nation championed the everyday people working hard to keep the country running and its people safe.

Metro is and has always been a newspaper for everyone. With a diverse, inclusive and influential readership, it continues to reflect the multiplicity of the UK and is a valuable inclusion on every media schedule. Here, we take a look at just who you are reaching, when you reach out in Metro.

# METRO INCLUSIVE: SUPPORTING DIVERSITY

SPONSORING AWARDS THAT MATTER AND RECRUITING NEW, DIVERSE TALENT





# METRO INCLUSIVE: MINORITY ETHNIC

**METRO READERS ARE THREE TIMES  
MORE LIKELY TO BE MINORITY ETHNIC**



METRO REACHES 870K PEOPLE BELONGING TO A MINORITY ETHNIC GROUP EVERY DAY, THAT'S TWICE AS MANY AS ALL THE NATIONALS COMBINED AND MORE THAN ANY PRINTED TITLE IN THE UK!

**DAILY**  
**870K**  
**1 IN 8**

**WEEKLY**  
**1.7M**  
**1 IN 4**

**MONTHLY**  
**2.3M**  
**1 IN 3**

**METRO VS OTHER MEDIA  
(% MINORITY ETHNIC)**

**38%**  
**METRO**  
**i290**

**19%**  
**SOCIAL**  
**i176**

**10%**  
**V.O.D**  
**i91**





# METRO INCLUSIVE: LGBTQ+

METRO READERS ARE 22%  
MORE LIKELY TO BE LGBTQ+



METRO REACHES 211K OF THE LGBTQ+  
COMMUNITY EVERY DAY, THAT'S TWICE AS MANY  
AS ANY OTHER NATIONAL NEWSPAPER!

DAILY  
**211K**  
1 IN 20

WEEKLY  
**455K**  
1 IN 8

MONTHLY  
**770K**  
1 IN 5

METRO VS OTHER MEDIA  
(% LGBTQ+)

10%  
CINEMA  
i126

9%  
METRO  
i122

8%  
INTERNET  
i108





# METRO INCLUSIVE: WORKING PARENTS

METRO READERS ARE 50% MORE  
LIKELY TO BELONG TO A  
WORKING-PARENT FAMILY



METRO REACHES 731K OF THIS AUDIENCE EVERY  
DAY, THAT'S +315K (+75%) MORE THAN ANY  
OTHER NATIONAL NEWSPAPER

DAILY  
**731K**  
1 IN 4

WEEKLY  
**1.3M**  
1 IN 8

MONTHLY  
**1.9M**  
1 IN 6

METRO VS OTHER MEDIA  
(% WP)

32%  
METRO  
i150

28%  
OUTDOOR  
i132

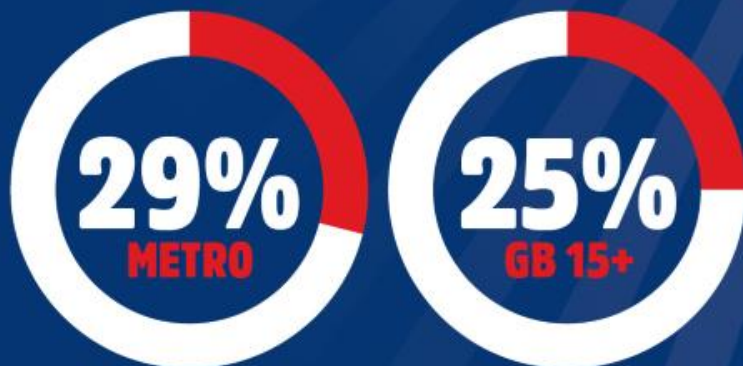
27%  
SOCIAL  
i129





# METRO INCLUSIVE: KEY WORKERS

**METRO READERS ARE 20% MORE  
LIKELY TO BE KEY WORKERS**



METRO REACHES 675K OF THIS AUDIENCE EVERY DAY, THAT'S +117K (+21%) MORE THAN ANY OTHER NATIONAL NEWSPAPER

**DAILY**  
**675K**  
1 IN 20

**WEEKLY**  
**1.5M**  
1 IN 8

**MONTHLY**  
**2.3M**  
1 IN 6

**METRO VS OTHER MEDIA  
(% K. WORKERS)**

**29%**  
**METRO**  
i120

**24%**  
**V.O.D**  
i98

**15%**  
**SOCIAL**  
i88





# METRO INCLUSIVE: FOR EVERYONE & EVERY SCHEDULE



INCLUDING METRO IN A DAILY NATIONAL NEWSPAPER SCHEDULE ADDS:

**+1.8M**  
INCREMENTAL REACH

THAT'S  
**+24%**

**+675K**  
INCREMENTAL REACH

THAT'S  
**+122%**

**+176K**  
INCREMENTAL REACH

THAT'S  
**+56%**

**+522K**  
INCREMENTAL REACH

THAT'S  
**+47%**

**+475K**  
INCREMENTAL REACH

THAT'S  
**+33%**