



Metro is designed to brighten up the morning commute for its 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. Its unique distribution network guarantees that Metro reaches a targeted and specific aspirational audience which is hugely valuable to advertisers.



DID YOU KNOW?
**METRO REACHES MORE
 18-44S THAN ANY OTHER
 NATIONAL NEWSPAPER**

WHAT?



**THOUSAND
 ABC
 CIRCULATION**



**MILLION
 DAILY
 READERSHIP**

WHERE?



WHO?

GENDER



**46
 AVERAGE
 AGE**



**57%
 ABC1%**



**53%
 18-44
 YEAR OLDS**

WHY?

IN THE MARKET

+80%

more likely to be moving home in the next 12 months

HEALTH AND IMAGE CONSCIOUS

1.5M

agree 'I look after my health to improve my appearance' that's nearly 2 in 3 Metro readers (64%)

ADVENTUROUS FOODIES

75%

agree 'I like to try out new food products'