Metro is designed to brighten up the morning commute for its urbanite audience. Edited by Deborah Arthurs, it keeps 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.

**WHAT?**

- **1.0 MILLION ABC CIRCULATION**
- **2.5 MILLION DAILY READERSHIP**

**WHERE?**

- **246K SOUTHEAST**
- **312K MIDLANDS**
- **836K LONDON**
- **181K EAST ENGLAND**
- **104K SOUTH WEST**
- **297K NORTH WEST**
- **200K YORKSHIRE**
- **189K SCOTLAND**
- **41K WALES**
- **127K NORTH EAST**

**GENDER**

- **54%**
- **45%**
- **1%** gender non-conforming/describe themselves in another way

**WHO?**

- **47 AVERAGE AGE**
- **57% ABC1**
- **43% YEAR OLDS**

**DIVERSE**

- **45% 18-44**
- **2.1x MORE LIKELY TO BE MINORITY ETHNIC**

**WHY?**

- **2 IN 3** spend more money on the days they commute
- **64%** of Metro readers say that they use their commute to plan for upcoming events
- **5.2x** more attention on premium print formats

*Source: PAMCo H1 2023, Fleetwood Metro Research 2022, TGI May 2023, MMM Centre For Attention 2022, Metro Prime Time 2022*