Metro cover wraps are posters on the move, versatile canvasses packed full of marketing opportunities. Our research shows they not only grab the attention of readers but also catch the eyes of passers-by. We are proud to show off our best-in-class examples from 2023 and urge you to discover the cover!

**Metro is Visible**
- 15M Brits recall seeing copies of Metro when out and about

**Making Headlines**
- 6.2M Brits regularly notice the headlines on Metro even when they don’t read it

**Discover the Cover**
- 5.2M Brits regularly notice ads on the front and back covers, even on days they don’t read Metro

**Metro Cover Wraps Deliver Incremental Reach and Attention**
- 2.5M Reach of cover wrap from Metro readers*
- 3.3M Estimated reach of cover wrap including incremental reach from non-readers (+0.8m**)
- 4.2M Estimated incremental reach of cover wrap with Metro digital takeover (+0.9m***)

**Campaigning**
Sarson’s maximised the wraps’ creative potential by realistically recreating a portion of fish and chips on the front page. Sarson’s encouraged further action by following up with a campaigning message to ‘Save Your Chippy’ accompanied by a competition to win fish and chips.

**Supporting**
Budweiser used the wrap to highlight their unwavering support of England’s Lionesses, despite their World Cup final defeat to Spain. The ad was bold and clear in both branding and messaging and as a result struck an emotional chord with readers.

**Branding**
Trainline’s fun and cleverly executed message showed how users of the Trainline app can use the time they save to learn more about dolphins. This was Dolphin-etly one of our all-time favourites and scored highly for ‘fresh’ and ‘recommended to others’.

**Wherever the Brand or Message, There’s a Wrap for That!**

"It’s a great advert for Sarson’s own business and to support our local chippies is a great idea when many chip shops are suffering.”

"It’s refreshing a high-profile brand is interested in women’s sport...I like the thank you message to the team."

"This is a really entertaining ad, I’ve not seen something like this for a while and the way they’ve done Metro is hilarious."

Sources: *Fleetwood: Metro readership survey 2022 | **Opinium: Metro Cover Wrap Survey 2023 (incremental reach derived from average recall of cover wraps by non-Metro readers) | ***PAMCo H2 2023 (incremental reach of Metro.co.uk daily reach)
INTRODUCING OUR NEW IMMERSIVE WRAP

OWN THE FRONT PAGE AND EMBRACE YOUR CREATIVE SIDE WITH OUR IMMERSIVE WRAP AND DIGITAL EXTENSION

VALUE
Tesco's cover wrap effectively communicates two essential attributes for supermarket shoppers – value and quality. The wrap acted like an empty plate, enabling Tesco to bring to life the vibrant meals that can be made from their quality produce, all at low prices.

“A liked the images. Prices. Content. The overall message of the shop. Gave some new ideas for meals.”

NUMBER 1
OVERALL IMPRESSION

“Award
A combination of bold imagery and punchy copy led to high recall and an increase in awareness and consideration.

BRANSTON BEANS
How can an upmarket supermarket showcase the value and quality of its essential range and appear authentic? Like this! The immersive wrap stood out and delivered new information.

“Like it as it’s a bit more ‘out of the box’ than other advertising.”

WAITROSE ESSENTIAL

“Tell me what the new lower price is so I can judge whether it is worth shopping there.”

“A liked the collage of dripping beans at the top and the brand design is bold and eye catching.”

“25% INCREASED CONSIDERATION

#3 RECALL (92%)

#1 EASY TO UNDERSTAND

#1 RECALL (92%)

+27% VALUE PERCEPTIONS

+15% INCREASED AWARENESS

#3 RECALL (89%)

80% STANDS OUT

AWARENESS
Nissan took advantage of the space offered by Metro's front and back covers to deliver an eye-catching and straightforward message about the launch of their ‘Feel Electric’ festival. The inside pages were utilised to give readers more information about the event.

“The advert is eye catching with a good selection of photos that acted as a teaser for what to expect at the festival.”

NUMBER 3
NEW INFORMATION

DISRUPTION
Hiscox utilised the tactility that the cover wrap offers to showcase their business insurance service. The inside front cover followed a blank front cover and highlighted how Hiscox insurance could help in the case of a business emergency.

“It tells me what the new lower price is so I can judge whether it is worth shopping there.”

Sources: RAM Metro reader panel 2016-2023