



METRO SCOTLAND

Launched in 1999, Metro was designed to brighten up the morning commute for an urbanite audience and get them up to speed quickly with what they need and want to know. Today it does so in over 50 cities across the UK. Metro's content is concise, relevant and engaging, presented in a visually appealing, well designed fashion. It remains a sought-out product for the latest news, sport, entertainment and daily features which focus on food, travel, fashion, technology and games, film, music and so much more.

Every day of the working week Metro distributes 1 million copies across the country and is the UK's largest weekday national newspaper. Metro's success is based upon the newspaper's ability to deliver the right product, in the right place, at the right time to the right people. It gives advertisers a valuable opportunity to reach a young, affluent and responsive urban audience.

DISTRIBUTION & READERSHIP

Distribution	42,000
Male	54%
Female	43%
ABC1	51%
15-44	45%
Working	61%
Students	10%
City Sophisticates	INDEX 120



Extend the reach and longevity of your print campaign by appearing on **metro.co.uk** and **MailOnline**.



2.3M
Monthly UVs



63%
ABC1



43%/55%
Gender Split



44%
15-44 Year Olds

EDITORIALLY SUPPORTED ADVERTISING PLATFORMS

Throughout the week Metro publishes editorially supported advertising platforms that aim to engage, educate and inform readers on the latest developments across a number of topics including travel, property, fashion, film and going out. Within each of these sections advertisers can take advantage of a number of creative opportunities including branded content, advertorials & sponsorship to name but a few.

MONDAY



TUESDAY



WEDNESDAY



THURSDAY



FRIDAY

