METRO

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?



MILLION ABC CIRCULATION



MILLION DAILY READERSHIP

WHERE?*







MIDLANDS



LONDON



EAST ENGLAND



SOUTH WEST



NORTH WEST



YORKSHIRE SCOTLAND

189K



WALES



EAST

GENDER

WHO?

54%

45%

1%

gender non-conforming/ describe themselves in another way

4/ 3/ 16 AVERAGE ABC1 AGE

43 *l*₀ C2DE

45 /₆ 18-44 YEAR OLDS **DIVERSE**

2.1x MORE LIKELY TO BE MINORITY ETHNIC

WHY?

SPENDING MORE

2 IN 3

spend more money on the days they commute

PLANNING

64%

of Metro readers say that they use their commute to plan for upcoming events **ATTENTION**

5.2X

more attention on premium print formats