

# 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?



**1.0**  
MILLION  
ABC  
CIRCULATION



**2.5**  
MILLION  
DAILY  
READERSHIP

## WHERE?\*



## WHO?



**47**  
AVERAGE  
AGE



**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