

DIGITAL EDITIONS

Metro Digital Edition app is now available on Mobile, Tablet and Web via <http://metro.news>

Metro Digital Edition is published twice daily and available offline, making it the perfect companion for the commute

- Metro AM is compiled from the best news from the paper's agenda setting content plus exclusive and interactive extras
- Metro PM is curated from the latest & trending news, puzzles and Metro's 60 second video round up

Advertisers can reach our highly engaged, valuable mobile audience across every platform in both our morning and evening edition, in one purchase.



RATING

The highest rated newspaper app on iTunes



MINS

Average time per visitor per day



SECS

Average ad dwell time
(Plus 1min for WRAPS)

DEMOGRAPHICS based on subscribers



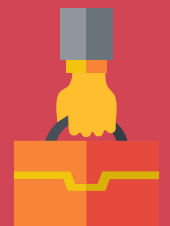
68%



32%

AB: 47%

18-44: 49%
(Index: 143)



Professional Senior Management:

26%
(Index: 173)



ACTIVE USER BASE

33k

Daily

61k

Weekly

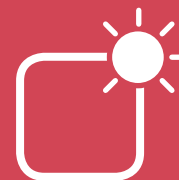
116k

Monthly



130K

Newsletter subscribers



800K

Push audience



59

Average daily page views per user



87%

Of users return at least once a week

(Driving 98% of visits and 95% of page views)