

NEWSPAPER (LONDON)

Metro's core product – the newspaper, is **designed to brighten up the morning** commute for our Urbanite audience.

Readers get **up to date** with all they need to know for the day ahead and armed with plenty of **conversation starters** – our newspaper **makes mornings worth talking about.**

Our **carefully targeted distribution network** guarantees that Metro reaches a **targeted and specific, aspirational audience** valuable to advertisers.

LONDON'S MOST READ NEWSPAPER

ABC DISTRIBUTION:
763,329

1.9M READERS
EVERY WEEKDAY

19 AVERAGE
READING TIME:
MINS

2.5 
READERS PER COPY

DISTRIBUTION

NATIONAL **1,345,864** | SCOTLAND **122,108**
NORTH WEST **105,467** | MIDLANDS **90,465**
YORKSHIRE **79,199** | NORTH EAST **55,333**
EAST MIDLANDS **40,192** | MERSEYSIDE **33,904**
SOUTH WEST **29,763** | SOUTH WALES **26,104**

OUR READERS ARE...

AMBITIOUS

50% AGREE

'I want to get to the very top of my career' (Idx: 149)

TECH SAVVY

62% AGREE

'I try to keep up with developments in technology' (Idx: 132)

CURIOUS

61% AGREE

'I like to be surrounded by different people, cultures, ideas and lifestyles' (Idx: 126)

INDIVIDUAL

35% AGREE

'I like to stand out in a crowd' (Idx: 171)

INFLUENTIAL

32% AGREE

'People come to me for advice before buying new things' (Idx: 136)

DEMOGRAPHICS

 **57%**

 **43%**

ABC1: **57%**

Average age: **37**

18-44: **68%**

Working: **79%**
(Index: 128)