

NEWSPAPER

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.

NRS April 15 - March 16 London ITV.
TGI Jan - Dec 15 London ITV. ABC May 2016.

THE WORLD'S LARGEST FREE NEWSPAPER

ABC DISTRIBUTION:
1.3M

3.1M READERS
EVERY WEEKDAY

 **20** AVERAGE
READING TIME:
MINS

2.3 
READERS PER COPY

DISTRIBUTION

LONDON **763,329** | 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

57% AGREE

'There are not enough hours in the day to do everything I would like' (Idx: 117)

TECH SAVVY

55% AGREE

'I try to keep up with developments in technology' (Idx: 124)

CURIOUS

54% AGREE

'I like to be surrounded by different people, cultures, ideas and lifestyles' (Idx: 127)

INDIVIDUAL

31% AGREE

'I like to stand out in a crowd' (Idx: 180)

INFLUENTIAL

32% AGREE

'People come to me for advice before buying new things' (Idx: 145)

DEMOGRAPHICS

 **57%**

 **43%**

ABC1: **56%**

Average age: **39**

18-44: **65%**

Working: **75%**
(Index: 134)

FREE METRO