

# METRO.CO.UK

Metro's mobile optimised website allows urbanites to access the content they want, regardless of platform, in the most engaging and visually appealing manner possible .

Metro.co.uk's success has been driven by keeping stories precise - 250 - 350 words MAX - informing and entertaining readers in a fast, bite-sized, snackable format that is easily shared on a completely responsive platform.

Metro.co.uk allows advertisers to extend the reach, interactivity and longevity of their print campaigns which all goes towards the ultimate aim of generating even greater levels of quality response.

## NEWS... BUT NOT AS YOU KNOW IT

UNIQUE VISITORS:  
**10,629,000**

**47M** PAGE VIEWS  
EVERY MONTH

**87%** OF TRAFFIC  
COMES FROM  
**MOBILE DEVICES**

**67%** **ABC1**

## WHO ARE THEY?

- » **TIME - POOR**
- » **ALWAYS CONNECTED**
- » **WANT TO LOOK GREAT IN FRONT OF THEIR PEERS**
- » **CAREER HUNGRY**

## METRO.CO.UK USERS ARE...

### RECEPTIVE

**47%** MORE LIKELY

*Than the average internet user to agree strongly with the statement 'I find online advertising more entertaining than other ads.'*

### ONLINE SHOPPERS

**36%** MORE LIKELY

*Than the average internet user to make a purchase online more than once a week (excluding groceries)*

### IMAGE CONSCIOUS

**46%** MORE LIKELY

*To agree strongly with the statement 'I like others to look at me.'*

### AMBITIOUS

**41%** MORE LIKELY

*Than the average internet user to agree strongly with the statement 'I want to get to the very top of my career.'*