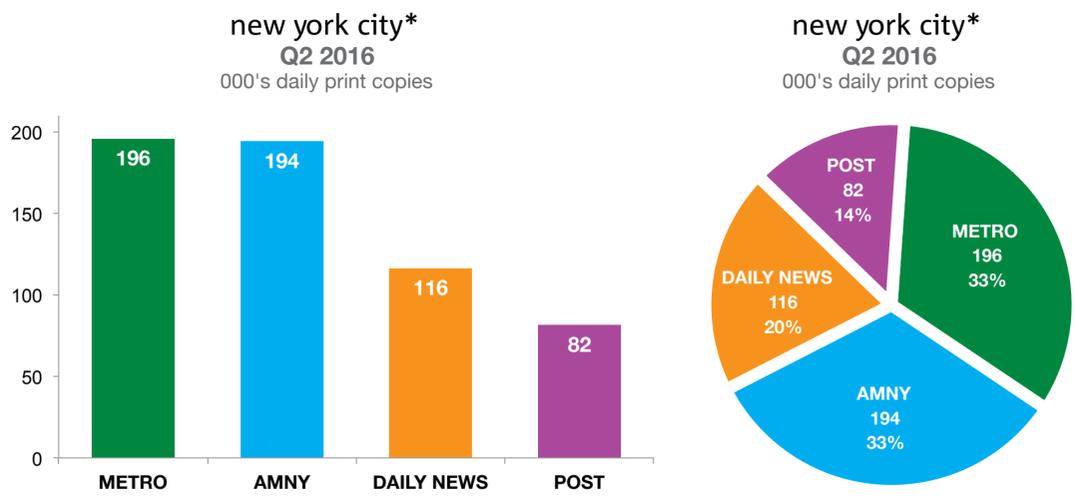


a fresh look at free daily newspapers in new york city

Q2 2016

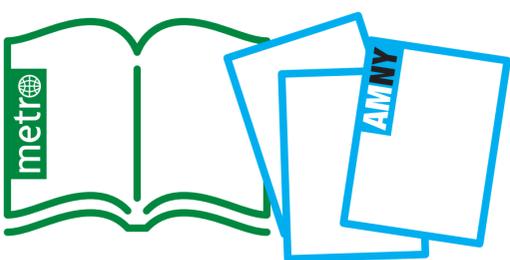
Thanks to the **Alliance for Audited Media (AAM)**, circulation data is now available on a quarterly basis in AAM's Media Intelligence Center. The state of art integrated database includes both free and paid newspapers and allows us to delve deep into the newspaper market in New York City. Here are some insights.

free daily newspapers dominate new york city

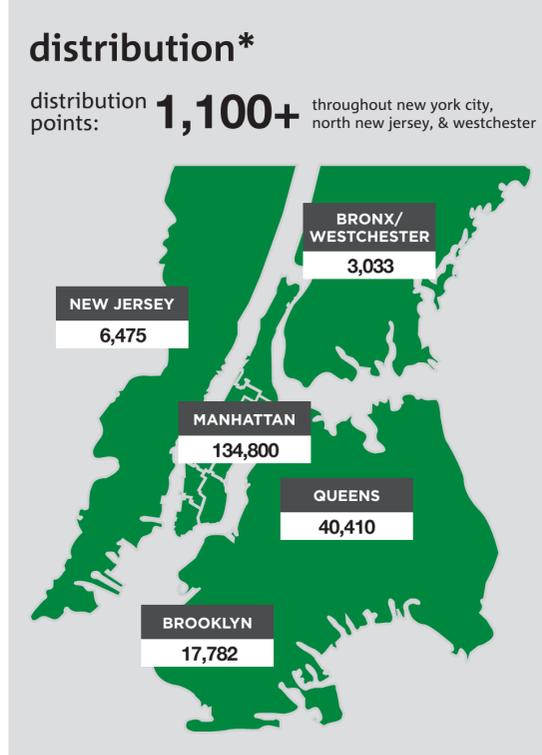


Together, **metro** and AMNY hold two thirds of newspaper circulation market in New York City. **Metro** itself commands one third of the market – as much as the *Daily News* and the *Post* combined.

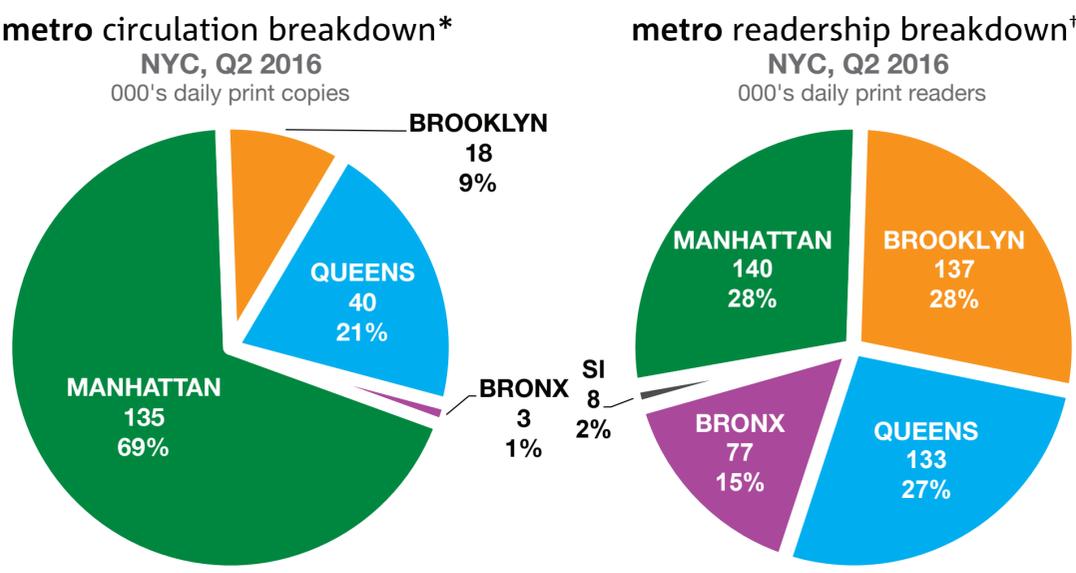
Metro and AMNY print circulation level in New York City are broadly similar.



the importance of stapling
Unlike its competitors, **metro** newspaper is stapled. Stapling helps to keep the integrity of the product and extends its “shelf life.” **metro** International’s 20 year-experience around the world strongly suggest stapling contributes to higher number of readers per copy.



reaching readers from all five boroughs



In NYC, **metro** circulation is concentrated in Manhattan with **135K daily copies** – twice more than the *Daily News* and the *Post* combined. In Queens, **metro** is the highest circulated daily newspaper.

As a commuter newspaper, place of distribution and residence are not fully correlated. **Metro** distributes 9% of its NYC circulation in Brooklyn, yet 28% of its NYC readers reside in Brooklyn. **Metro** distributes only 1% of copies in the Bronx, yet 15% of readers reside in the Bronx.*†



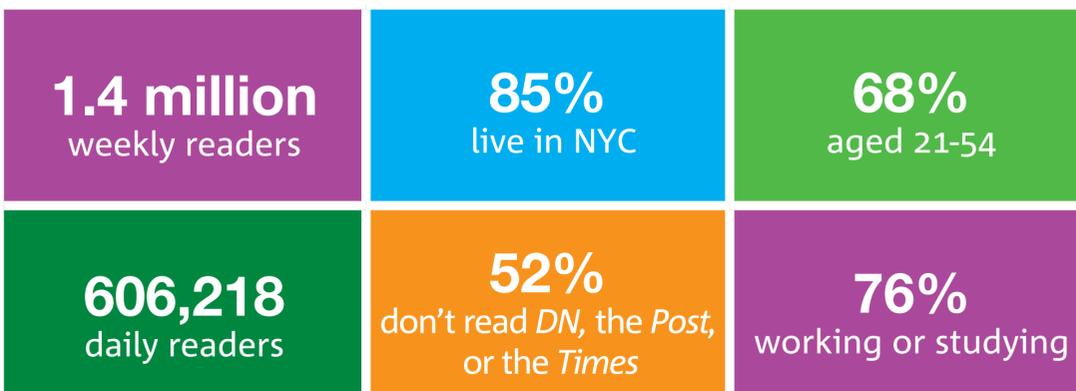
the birth of the daily commuter newspaper
Metro is the inventor of the free daily commuter newspaper model. Before the launch of **metro** in 1995 in Stockholm, a few free dailies existed. However, **metro** was the first daily to distribute hundreds of thousands of copies through transportation systems in large metropolises – as well as turning upside down the newspaper model from editorial mix to advertising innovations.

Today, **metro** is the the world's largest newspaper with **63 editions in 20 countries**.

Metro was launched in the US in 2000, followed by AMNY in 2003 launched by two former **metro** executives.

Source: Metro International, Newspaper Innovation.

about metro readers†



based on: **nielsen** Alliance for Audited Media

* AAM / CAC QDR (Q2 2016). Daily print circulation (projected Monday average). New York City only.
† Nielsen Scarborough 2015-16 R1. New York. Net combined print / online.