

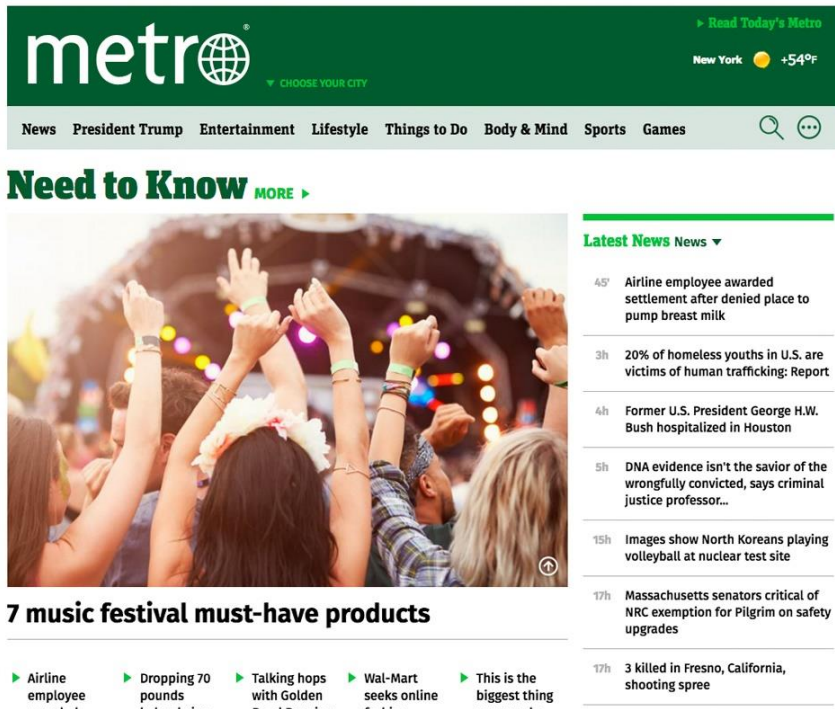


metro<sup>®</sup> media

digital media kit 2018

new york • philadelphia • boston • metroX • clubmetro • ziptrials

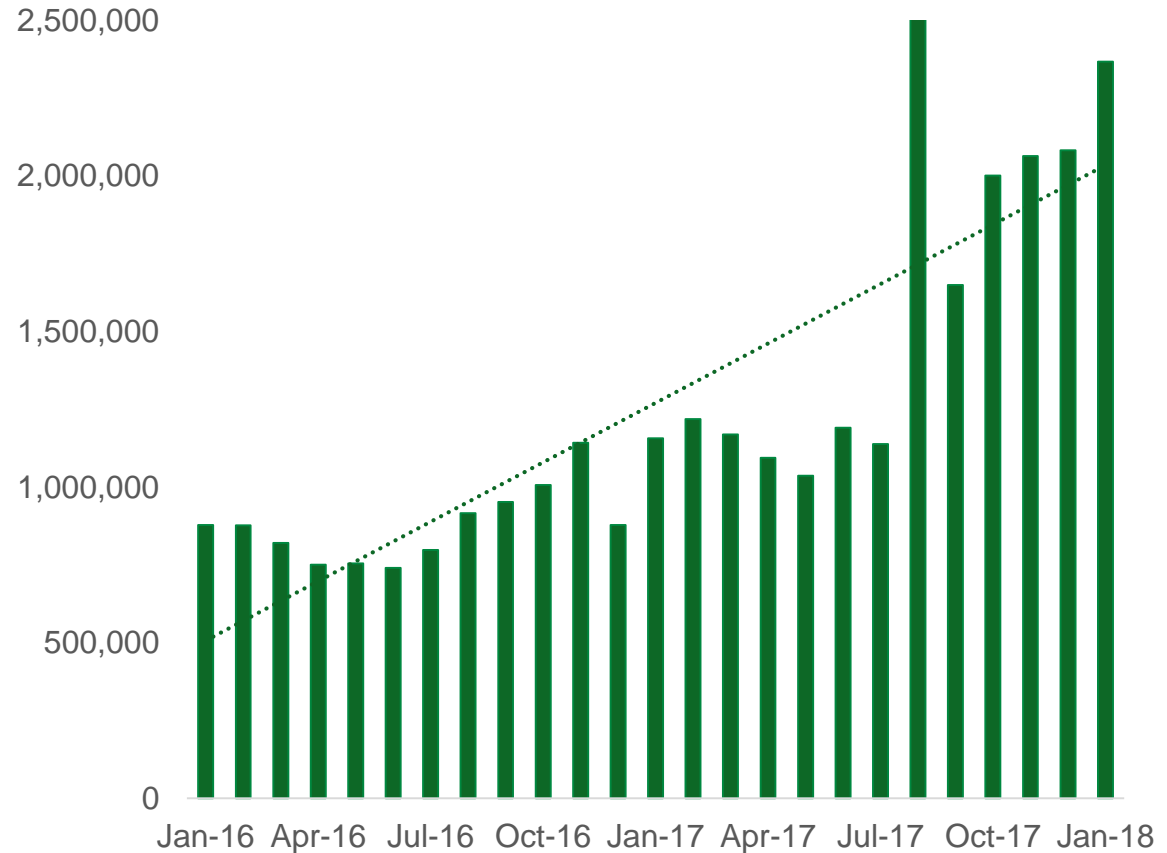
metro.us: display | native | content solutions | email marketing | sweepstakes



## latest stats (Jan-18)

users	2,368,020
sessions	2,795,324
pageviews	6,043,026
average duration	4:55
pages / session	2.26

metro.us - monthly users

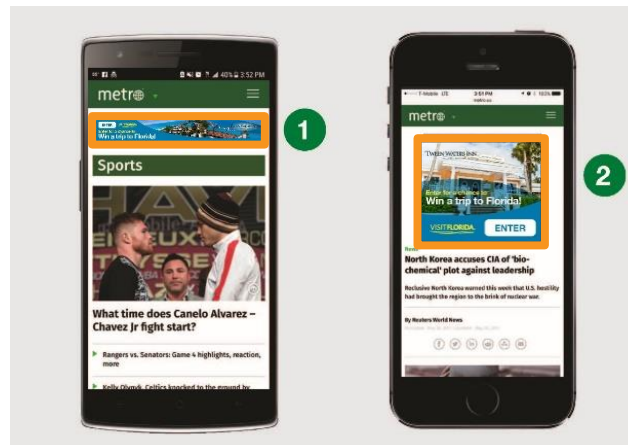


**metro.us digital audience  
more than DOUBLED in a year!**

# metro.us

## audience profile & ad formats

- **52%** Women
- **33.4** Median Age
- **57%** aged 18-34
- **75%** employed
- **50%** white collar, **25%** blue collar
- **44%** college graduates
- **17%** currently enrolled at college
- **\$89,100** HHI



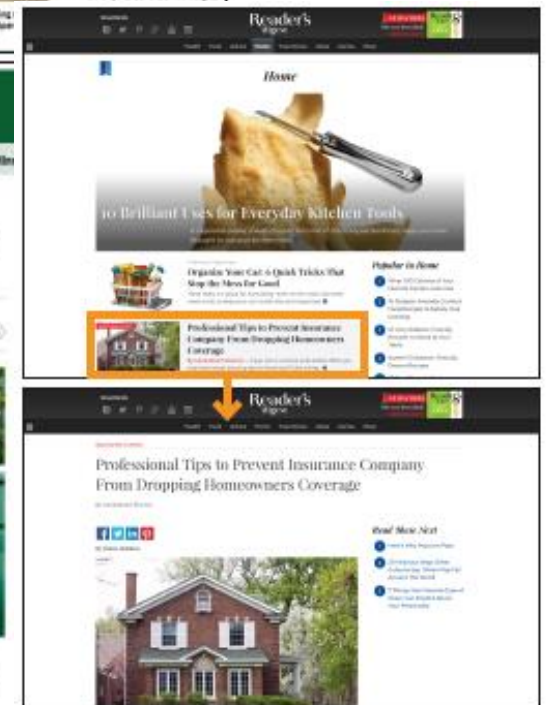
# metro native + nativeX

## native product offering

- incorporate your content seamlessly into **metro.us** – a truly engaging and non-interruptive user experience
  - Our writer will work with you on a quality piece of content
  - Your article will be promoted on metro.us homepage and section pages for 3 days
  - Your article will live forever on metro.us
- **Add on print**
  - Your article will appear as half page in metro newspaper
- **amplify** your branded content across **nativeX** our extensive network of quality site such as Reader's Digest, Newsweek or Men's Fitness.



	CTR
	0.23%
	CTAs
	36
	CTA Rate
	1.69%
	Page Views
	2,130
	Earned Page Views
	109



# metro sweepstakes

new now hosted on metro.us



## Sweepstakes



**Enter for a chance to win a trip to Palm Beach, Florida!**

- ▶ Enter for a chance to win a trip to Fort Lauderdale, Florida!
- ▶ Boston Contest: Win Tickets to See Comedian Rob Schneider at The Wilbur.
- ▶ Win a \$100 Amazon gift card!
- ▶ New York Contest: Win 2 tickets to a cocktail event at New York City's biggest wine and food festival, October 2017!
- ▶ Sweepstakes FAQ



Win 4 tickets to Terror Behind the Walls at Eastern State Penitentiary!



Win a pair of tickets to Herbie Hancock!



Win a happy hour cruise for two in NYC!



Win a \$150 Starbucks Card!

The advertisement features the 'clubmetro' logo at the top. Below it, a large image shows a luxurious resort interior with a pool and lounge area. Text on the ad reads: 'Enter for a chance to win a 5-night stay at Pelican Grand Beach Resort in Fort Lauderdale A \$3,323 VALUE! ENTER BY APRIL 30, 2017'. It also includes a sign-up link 'Sign up at clubmetro.metro.us for a chance to win:' and a list of prizes: 'Five nights suite style accommodations at Pelican Grand Beach Resort, in Fort Lauderdale, Florida including a welcome amenity complete with wine and cheese as well as dinner for two at the waterfront restaurant OCEAN2000', 'Round-trip coach class air transportation for the nearest commercial airport to the winner's home to Fort Lauderdale, FL', and 'A six-day in-house rental car'. At the bottom, it says 'Join clubmetro to get access to our exclusive offers and win great prizes. clubmetro.metro.us'.

The email newsletter layout features the 'clubmetro' logo at the top. Below it, the text 'Get the Best Sweepstakes and Deals in Your City' is displayed. There are four images showing different resort amenities: a pool, a lounge area, a hotel room, and a race car. The main headline reads: 'Enter for your chance to win a trip for two to Daytona Beach, Florida!'. Below this, it says 'One grand prize winner will receive: Five nights accommodation at The Shores Resort and Spa, Two tickets to the All-Access Tour at Daytona International Speedway, Round-trip air transportation for two to Daytona Beach, Florida, A six day rental car'. There is a blue button that says 'Enter Sweepstakes'. At the bottom, there are social media icons for Twitter, Facebook, and Instagram.

- Online sweepstakes now hosted on [metro.us](http://metro.us)
- Supported by print ads, e-blasts and social media posts

# metroX reach extension program

engaging experiences at scale, across every screen

**metroX** experienced team of digital media planners will build and optimize your campaign, tailored to your specific needs and deliver against your goal.

brand safety  
first

cutting-edge  
technology

wide range of  
digital tactics

exclusive,  
premium  
inventory

programmatic  
optimization



**metro.us campaign**



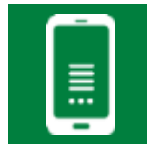
**premium news  
network**



**contextual  
targeting**



**retargeting**



**hyper-local mobile  
(geo-fencing)**



**mobile / tablet  
run of network**



**first-party data**



**detailed reporting**



**conversion  
tracking**

# metro **smart**mail & lead generation platform

targeted email blasts



Take advantage of **metro smartmail**'s virtually unlimited inventory and powerful targeting tools to reach directly the customers you most want.

- **extended database:** 95m+ up-to-date emails from quality partners
- **advanced targeting:** geographic & demographic
- **retarget openers\*:** IP-data matching and / or Facebook & Twitter
- **results:** Detailed reports and lead lists\* sent directly to you after campaign completion.

Boost your leads with **universitiesend**, **recruitsend** and **motorsent**:

How it works?

1. **Target:** our algorithm identifies individuals searching for education, job opportunities or vehicles within the past 7 days
2. **Reach & remind:** your ad is served to this active audience across contextual websites. Through IP-data matching, your ad gets directly into this audiences' inbox and retargets those who click 48 hours later.
3. **Enroll / Recruit / Drive:** warm and hot leads of openers and clickers provided at the end of the campaign