



## holiday opportunities at metro

## 2018

**metro's** special holiday guides are back to highlight the best deals and gift ideas. don't miss out on the biggest sales opportunities of the year!

### black friday / cyber monday

#### november 20: black friday gift guide

**metro's** annual insider's guide, featuring a complete listing of Black Friday door busters. We'll highlight all deals and steals so that you can layout your perfect holiday shopping.

#### november 21: thanksgiving wknd edition

we'll publish a special edition of wknd and cover Thanksgiving festivities around Boston and discuss shopping strategies for Black Friday.

#### november 26: cyber monday guide

We'll also give our readers a head start to their shopping with our Cyber Monday shopping guide. We'll provide coupon codes and cover those cyber deals you don't want to miss!

#### november 27: #givingtuesday

Celebrate the national day of philanthropy with **metro's** special #givingtuesday section.

### holiday gift guides

#### november 29: holiday gift guide (1)

Hostess gifts, stocking stuffers and diy food gifts.

#### december 6: holiday gift guide (2)

Our haute holiday gift guide for him and her, packed with amazing gifts for all the special people in your life.

#### december 13: holiday gift guide (3)

Still looking for that perfect present? We've got lots of smart, last-minute suggestions that are sure to please.

**last year, metro BOS  
readers spent:**

**\$84** million on clothing  
and shoes

**\$41** million on consumer  
electronics, cameras and  
tv

**\$9** million on fine  
jewelry

**\$19** million online

Source: Nielsen Scarborough 2018 R1

**don't miss out  
on the biggest sales  
opportunities of  
the year!**

standard ads, front cover units,  
inserts, and online packages  
such as takeover and native  
articles on metro.us available.  
hyperlocal mobile and audience  
targeting available with metroX.