



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.