



## 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 23: black friday edition

We'll provide the best strategy for surviving the intense shopping day and discuss whether or not Black Friday actually meets the hype.

#### 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 PHL  
readers spent:

**\$13** million on clothing  
and shoes

**\$88** million on consumer  
electronics, cameras and  
tv

**\$33** million on fine  
jewelry

**\$163** 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.