



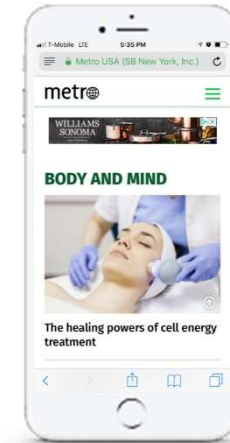
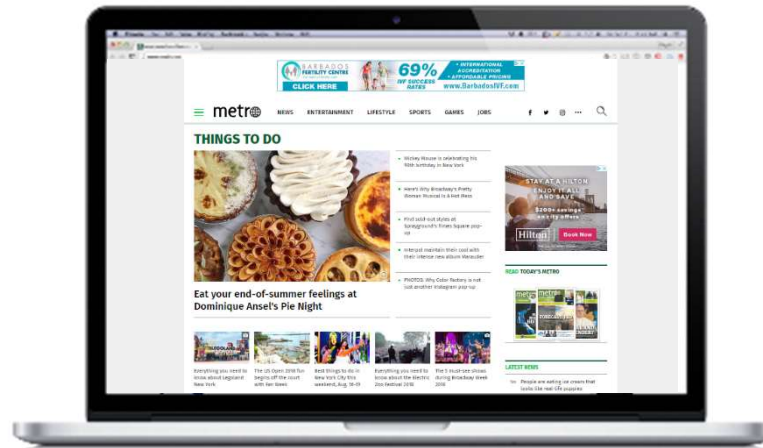
metro  media

adsphilly@metro.us | 215.717.2695

media.metro.us

an engaging platform for a fast-paced lifestyle

delivering news at the right time, the right place and in the right format.



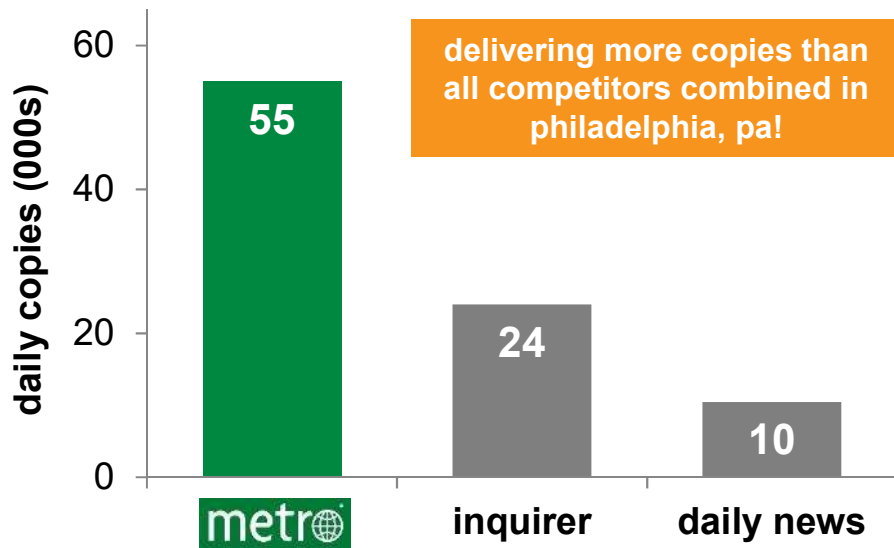
	Total US	Boston	New York	Philadelphia
circulation	296,063	56,311	168,587	71,165
daily readership	1,018,685	159,874	579,613	242,674
weekly readership	2,491,836	360,465	1,356,671	534,252
monthly readership	4,292,294	520,213	1,908,149	822,555
distribution points		800	1,100	1,000
geography		suffolk, middlesex, norfolk, essex, plymouth, bristol	manhattan, brooklyn, queens, bronx, westchester, north nj	philadelphia, montgomery, delaware, chester, bucks, south nj

metromedia® reaches over 4.2 million people every month!

Source: AAM (Q2 2018) total circulation Mon-Fri except Boston: Mon-Thu.
Nielsen Scarborough 2018 R1 - net combined print / online. Total US incl. unique users outside 3 DMAs (GA 1H 2018).

metro philadelphia circulation & audience

Philadelphia County, PA



- women 18+
- median age
- adults 18-34
- adults 18-49
- adults 21-54
- adults 55+
- employed/studying
- parents of kids 18-

	metro	daily news	inquirer
women 18+	55%	46%	50%
median age	45.8	51.8	63.4
adults 18-34	30%	19%	9%
adults 18-49	58%	45%	23%
adults 21-54	60%	53%	31%
adults 55+	37%	42%	68%
employed/studying	63%	60%	52%
parents of kids 18-	33%	21%	17%

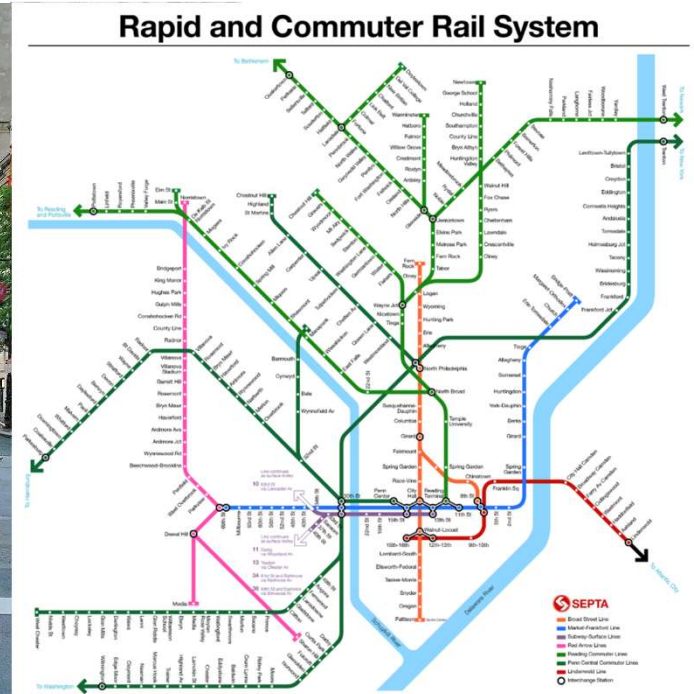
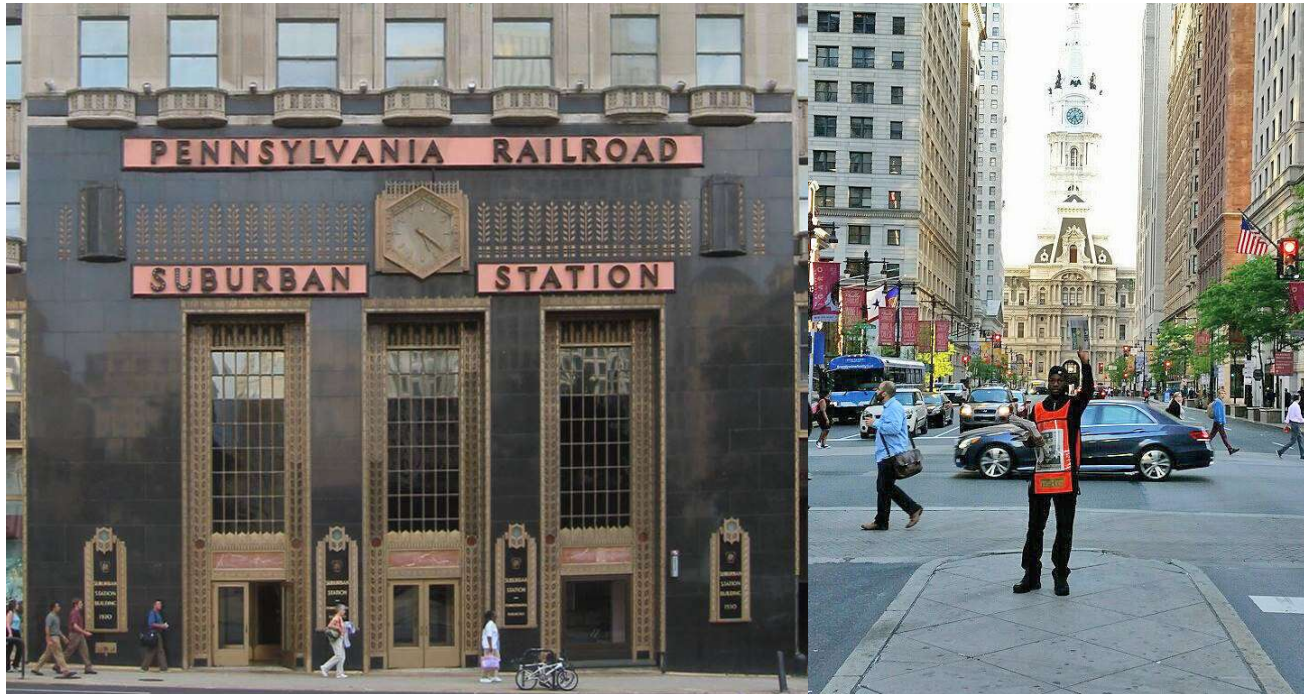


**don't miss out on metro's exclusive audience:
76% of metro readers don't read the daily news and 84% don't read the inquirer!**

Source: AAM (Q2 2018) average daily printed circulation (Mon-Fri) in 000s. Philadelphia County Only. Nielsen Scarborough 2018 R1.

distribution strategy

new distribution channels



- Metro is now distributed via **100+ SEPTA subway stations.**
- Metro green boxes in **Center City** are now **orange for better visibility**
- **Hand distribution:** 5 hand promoters every day.
- Distributed in **26 WAWA** locations across Philadelphia county.

premium print solutions

cover wraps

get immediate attention

street marketing & premium distribution

GOSPEL
Great Penn's Landing
August 25th
3pm-7pm
Sounds of Inspiration
A day to celebrate the beauty and joy of inspirational music
FEATURING JJ Hairston and Youthful Praise
WITH Brian Courtney Wilson • Lexi VaShawn Mitchell • Jor'Dan Armstrong • Bryan Popin • Maranda Curtis • Lonnie Hunter and Structure • Jay Todd Juzang Gospel Trio • and More!
ALL SHOWS FREE & OPEN TO THE PUBLIC
DelawareRiverWaterfront.com

SKATE
Blue Cross RiverRink
Summerfest
Waterfront
Don't wait until next year, summer is still here.
CLOSING FOR THE SEASON ON LABOR DAY
SEPTEMBER 3, 2018
RiverRink.com • Columbus Blvd at Market St

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Cover wraps are available in newsprint or glossy, full run or zoned to fit your campaign objectives.

metro digital solutions

metro.us: display | native | event listings | email marketing | e-commerce & sweepstakes

latest stats

users	1,984,744, +68% YOY
sessions	2,317,435
pageviews	4,439,165
average duration	5:02
pages / session	1.92

metroX reach extension program

metroX delivers engaging experiences at scale, across every screen.



metro.us campaign



retargeting



contextual targeting



premium news network



hyper-local mobile



youtube true view



extended reach network



mobile / tablet run of network



demographic targeting



NEWS

ENTERTAINMENT

LIFESTYLE

SPORTS

GAMES

JOBS

NEED TO KNOW ▶



This one tweet about a racist encounter in Boston sparked dozens of si...

MORE NEED TO KNOW

- Ravi Ragbir challenges ICE in court, alleges agency is targeting immigration activists
- JUUL users are seeing their money go up in smoke every month
- Trump 'live figure' thumps Merkel at Berlin's Madame Tussauds
- Is the EPA legalizing asbestos?
- Is Big Little Lies on Netflix?

metro smartmail + sent

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