



metro[®]media

digital media kit 2019

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

NEED TO KNOW ▶



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

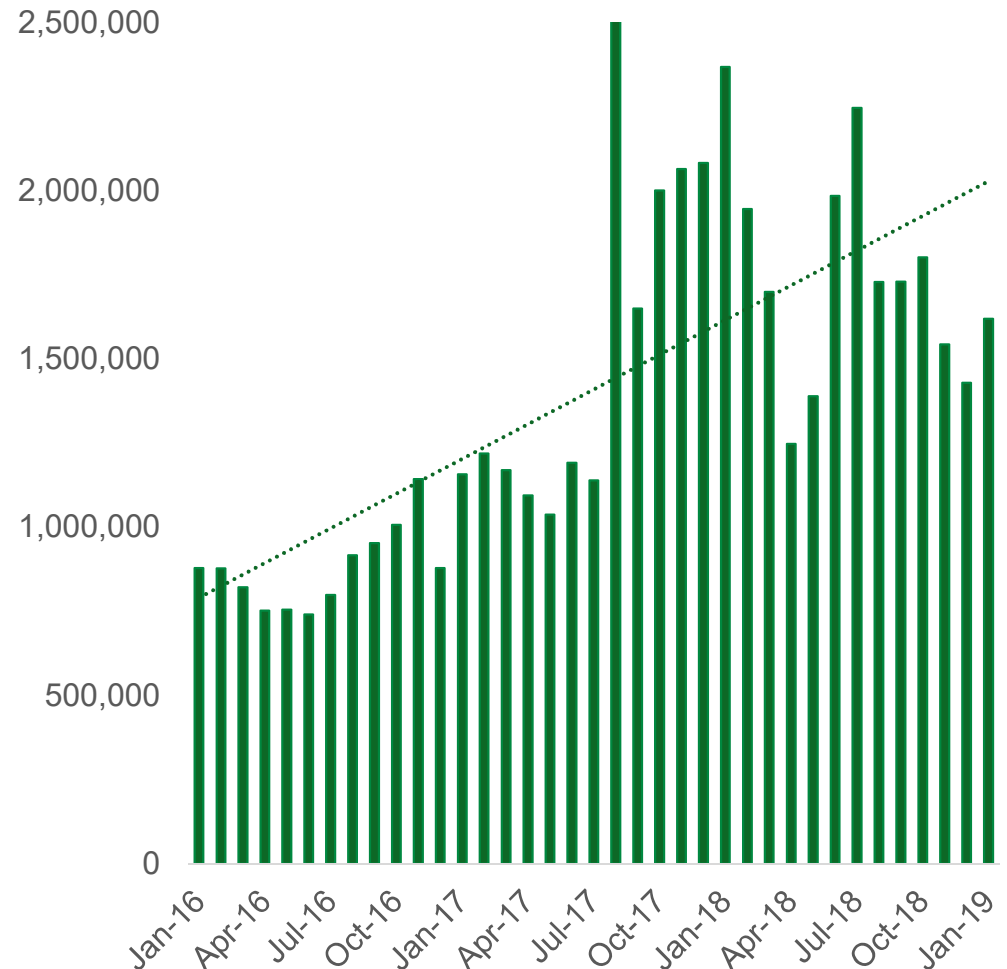
MORE NEED TO KNOW

- 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?

latest stats (Jan-19)

users **1.6 million**
pages / users **2.7**
pageviews **4.3 million**
average duration **4:31**

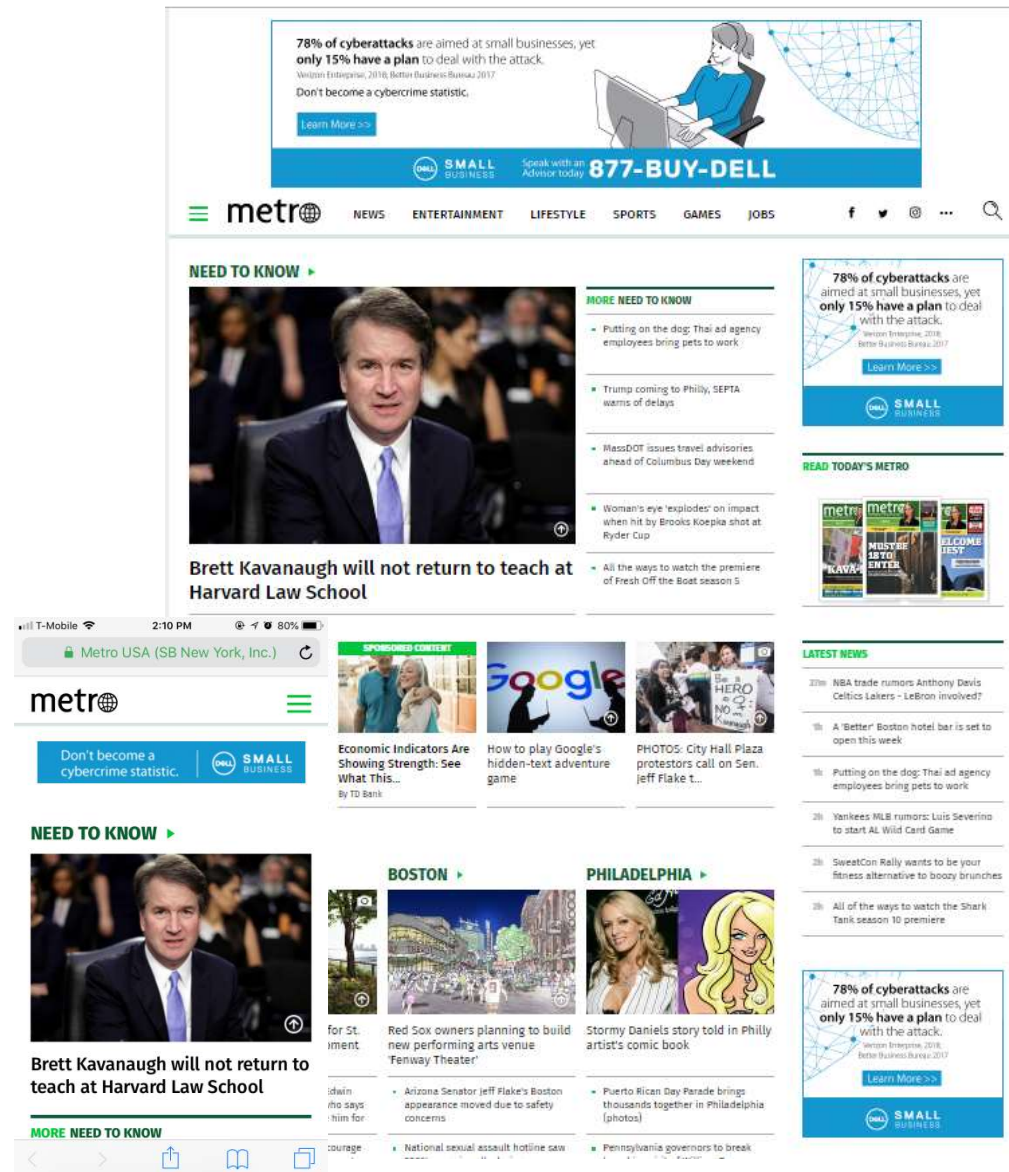
metro.us - monthly users



metro.us

audience profile & ad formats

- **59%** Women
- **34.0** Median Age
- **54%** aged 18-34
- **75%** aged 21-54
- **74%** employed
- **47%** white collar, **27%** blue collar
- **44%** college graduates
- **\$89,800** HHI



new online products

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.

The image displays three examples of branded content integration:

- metro.us Website:** The top screenshot shows the metro.us homepage. A featured article titled "3 Things to know about Jimmy Bennett, the actor accusing Asia Argento ..." is prominently displayed. To the right, a "NEED TO KNOW" sidebar lists several trending topics, including "Take a moment to appreciate these two goats on the NYC subway" and "What to expect from NYC weather this peak hurricane season".
- Print Publication:** The middle screenshot shows a print newspaper layout. It features a "Boston Children's Hospital completes first" article and a "11 Easy Ways To Reduce Your Carbon Footprint" article. An orange box highlights the "11 Easy Ways To Reduce Your Carbon Footprint" article, with an arrow pointing down to the next screenshot.
- NativeX Publication:** The bottom screenshot shows a "Reader's Digest" website layout. It features a "Professional Tips to Prevent Insurance Company From Dropping Homeowners Coverage" article. An orange box highlights this article, with an arrow pointing down to the next screenshot.

metro sweepstakes

new now hosted on metro.us



metro Sweepstakes
Enter today, win tomorrow!

Enter for a chance to win a trip for 2 to
Crystal River, Florida!
A \$2,250 VALUE

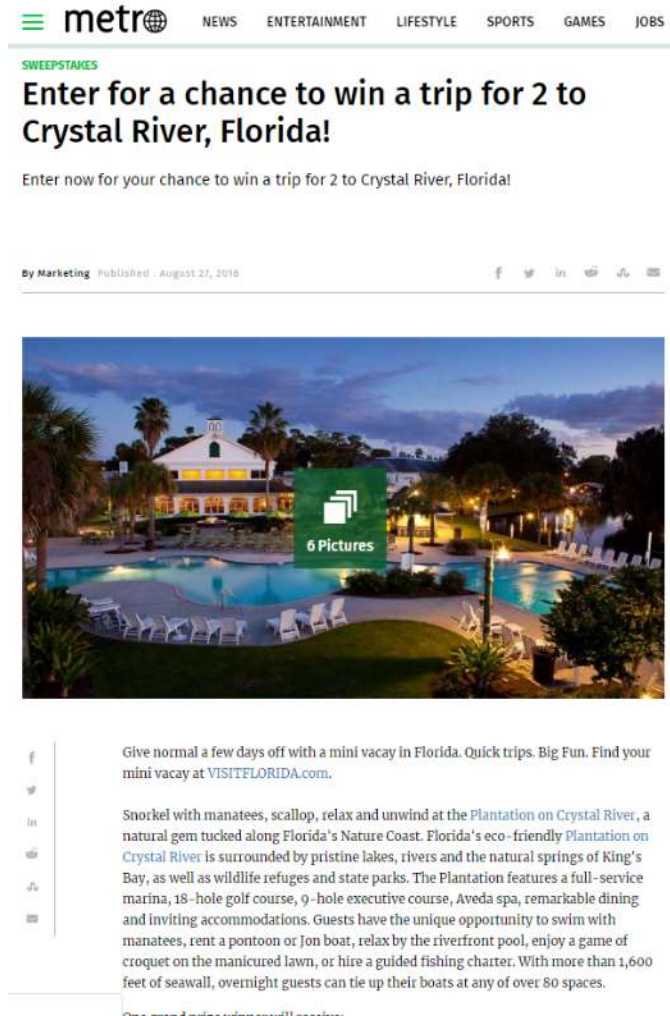
ENTER BY SEPT. 27, 2016

Sign up at metro.us/winstuff
for a chance to win:

- Round-trip coach class air transportation for two to Tampa, FL
- A six-day full-size car rental
- Five nights' accommodations at Plantation on Crystal River
- Manatee Tour for two including an afternoon river tour cruise

VISIT FLORIDA PLANTATION ON CRYSTAL RIVER

Enter today, win tomorrow!
metro.us/winstuff



metro NEWS ENTERTAINMENT LIFESTYLE SPORTS GAMES JOBS

Sweepstakes

Enter for a chance to win a trip for 2 to Crystal River, Florida!

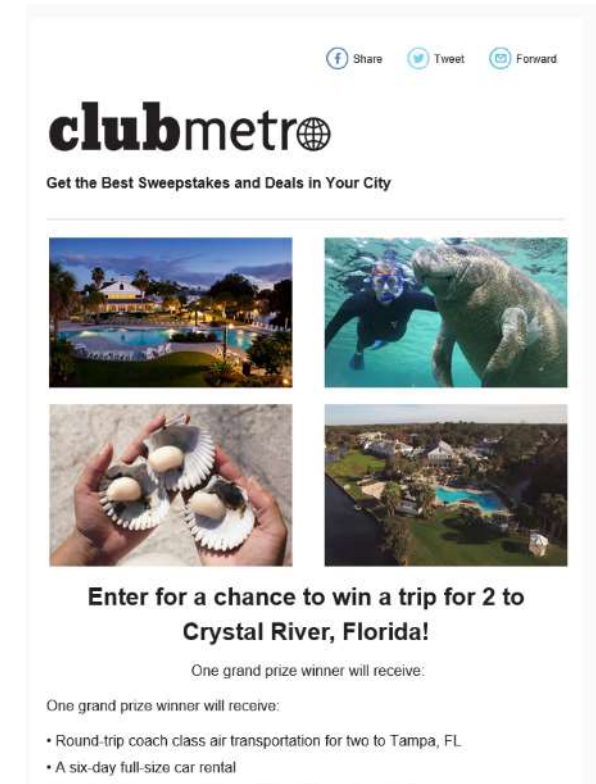
Enter now for your chance to win a trip for 2 to Crystal River, Florida!

By Marketing Published: August 27, 2016

6 Pictures

Give normal a few days off with a mini vacay in Florida. Quick trips. Big Fun. Find your mini vacay at VISITFLORIDA.com.

Snorkel with manatees, scallop, relax and unwind at the Plantation on Crystal River, a natural gem tucked along Florida's Nature Coast. Florida's eco-friendly Plantation on Crystal River is surrounded by pristine lakes, rivers and the natural springs of King's Bay, as well as wildlife refuges and state parks. The Plantation features a full-service marina, 18-hole golf course, 9-hole executive course, Aveda spa, remarkable dining and inviting accommodations. Guests have the unique opportunity to swim with manatees, rent a pontoon or jon boat, relax by the riverfront pool, enjoy a game of croquet on the manicured lawn, or hire a guided fishing charter. With more than 1,600 feet of seawall, overnight guests can tie up their boats at any of over 80 spaces.



Share Tweet Forward

clubmetro

Get the Best Sweepstakes and Deals in Your City

Enter for a chance to win a trip for 2 to
Crystal River, Florida!

One grand prize winner will receive:

One grand prize winner will receive:

- Round-trip coach class air transportation for two to Tampa, FL
- A six-day full-size car rental

- Online sweepstakes now hosted on 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



retargeting



first-party data



**premium news
network**



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



detailed reporting



**contextual
targeting**



**mobile / tablet
run of network**



**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