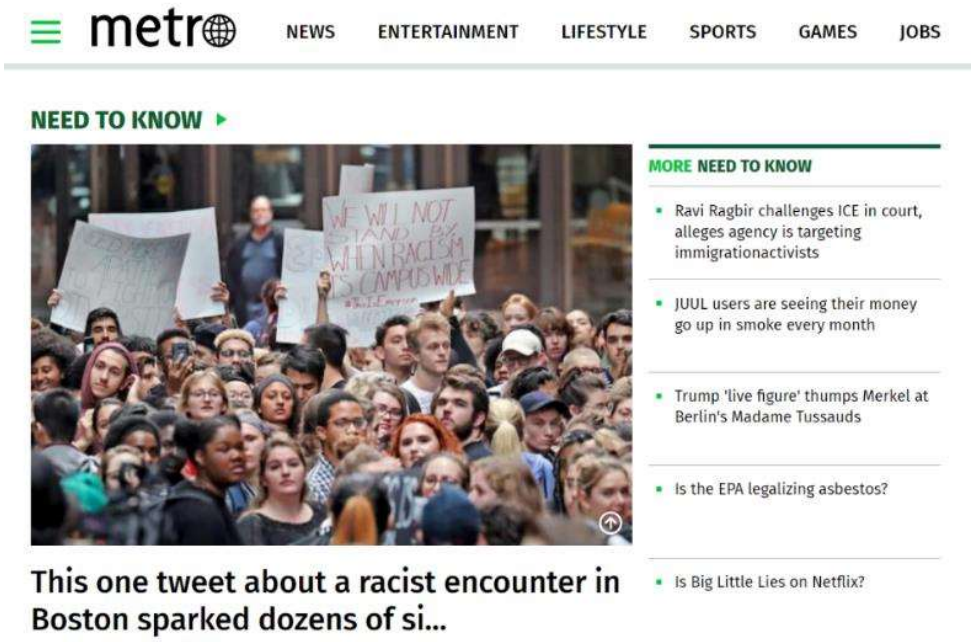
digital media kit 2019

# metro® media

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

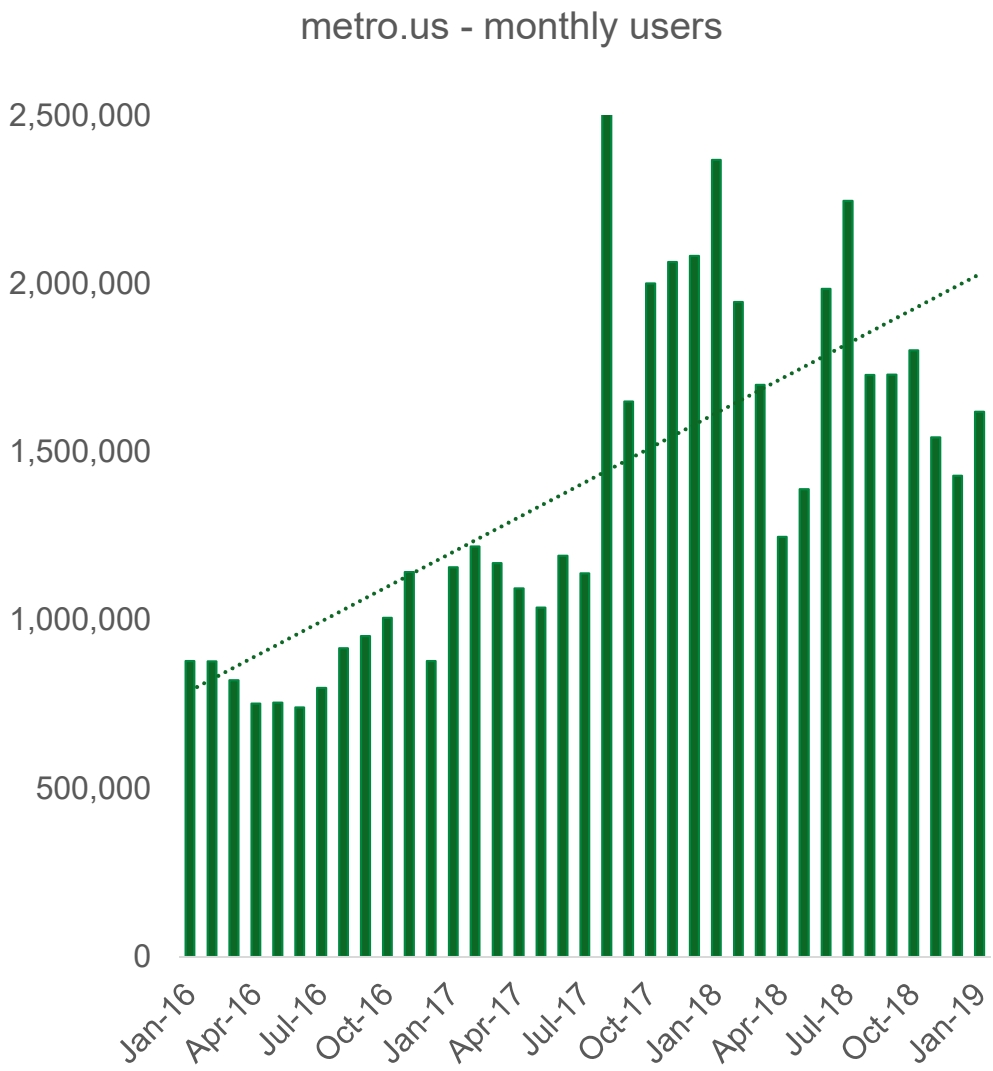
# metro.us

display | native | content solutions | email marketing | sweepstakes




**latest stats (Jan-19)**

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



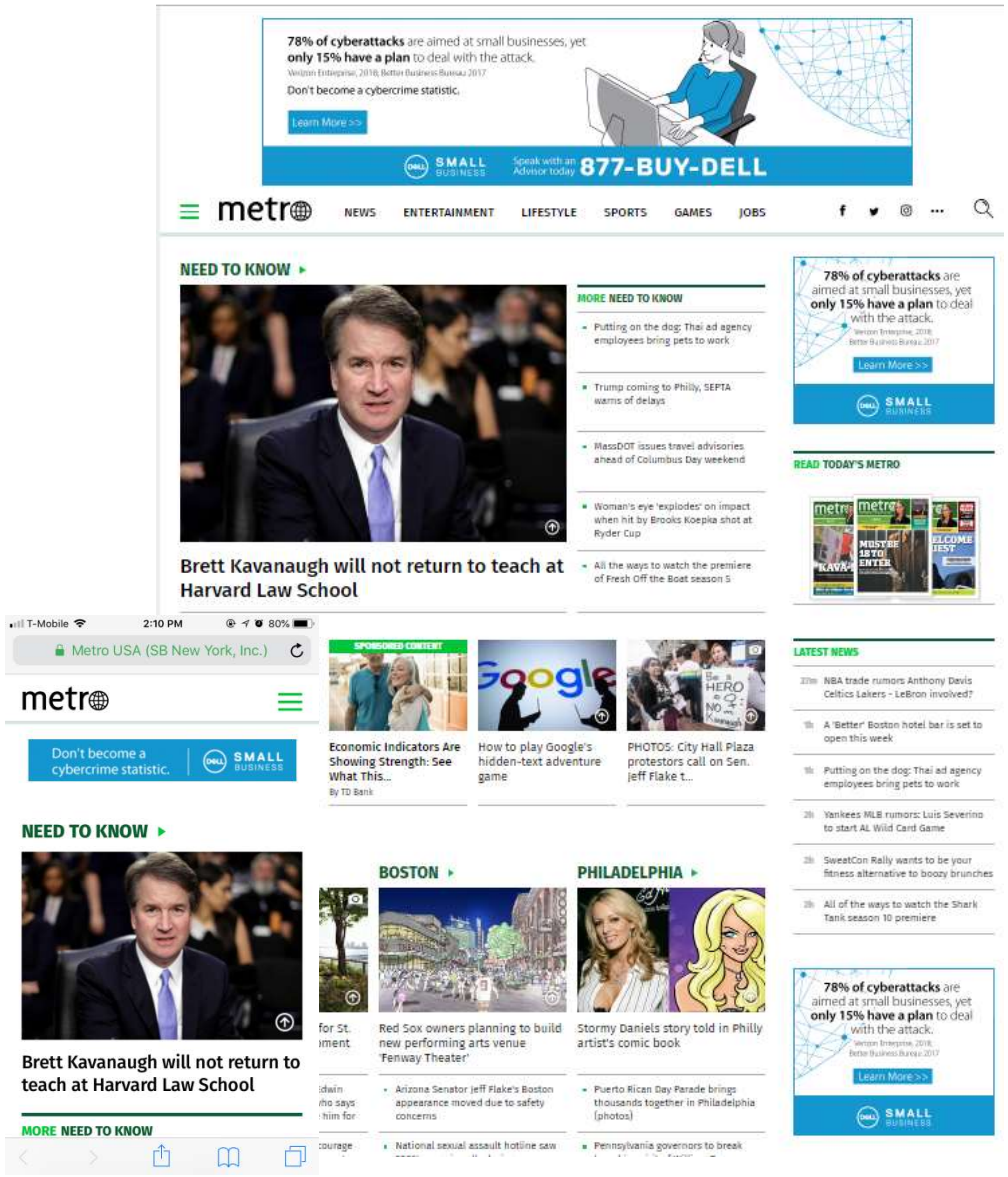

Source: AAM Site Certifier / Google Analytics (Jan-19).

metro media

# 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



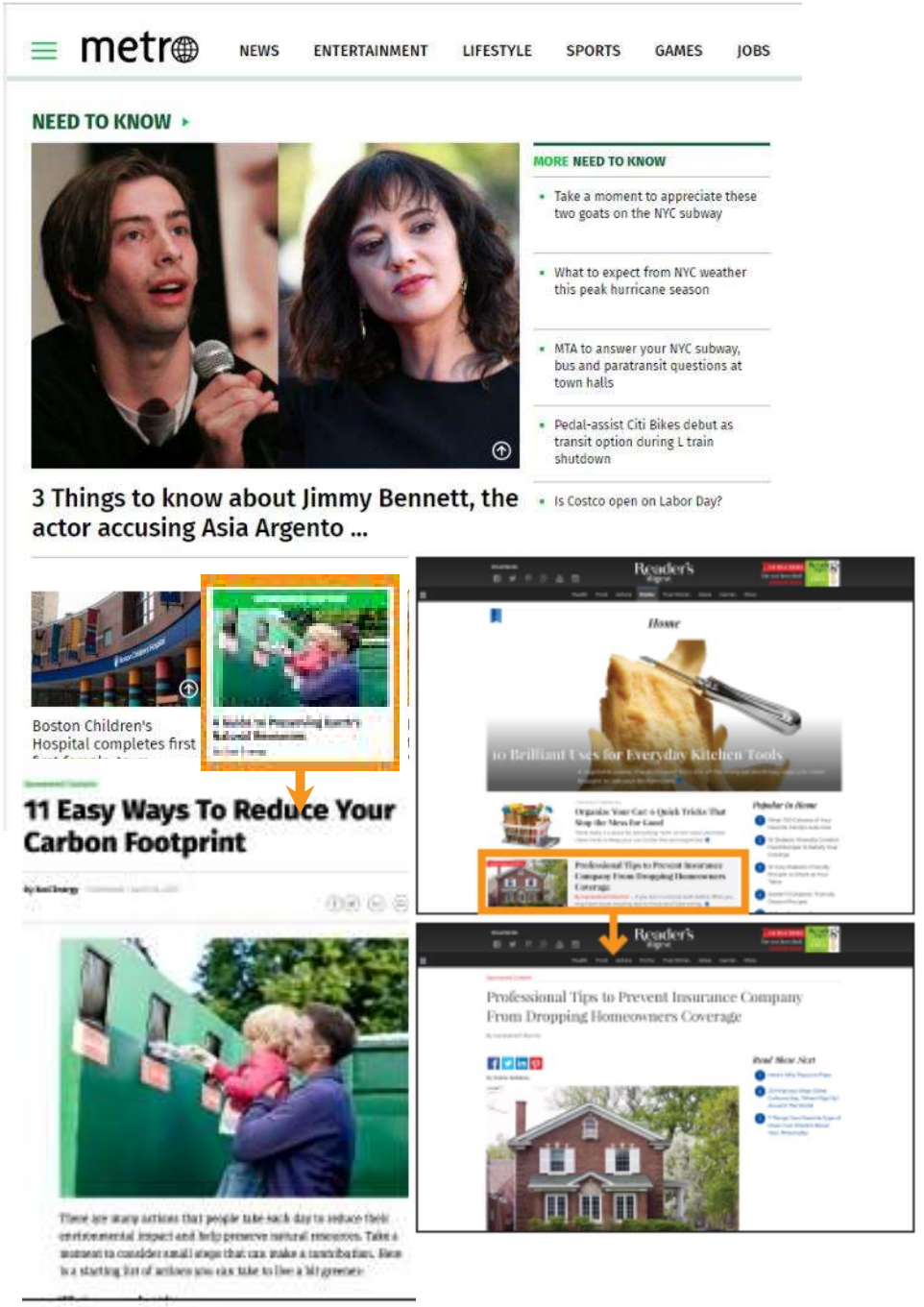

Source: Nielsen Scarborough 2017-18 R2. New York. Visited metro.us in the past 30 days.

metro media

# new online products

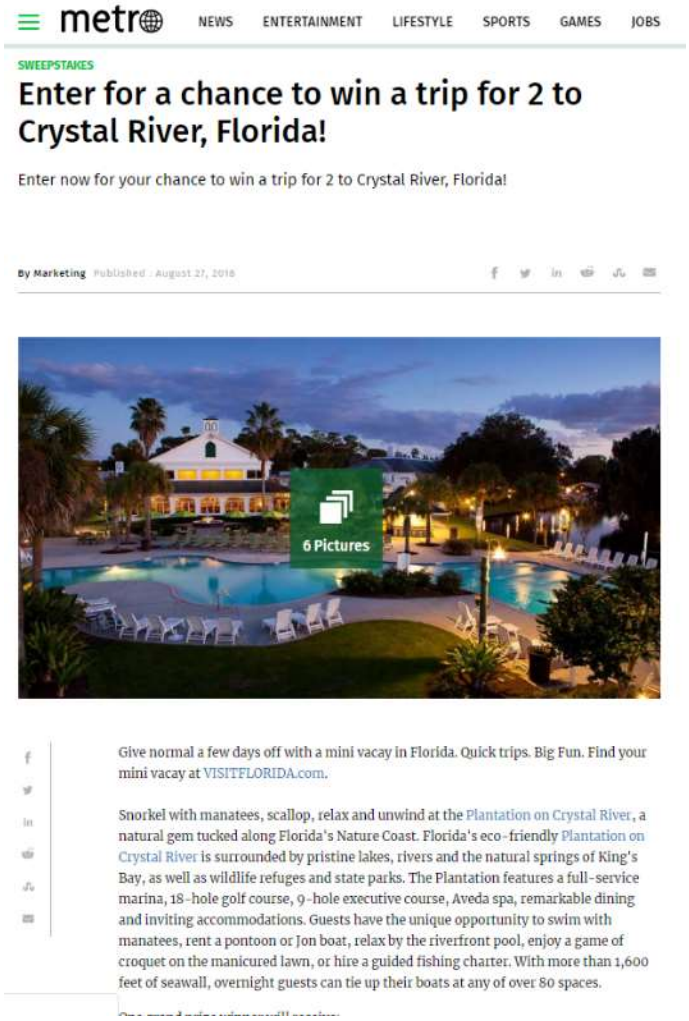
## native product offering

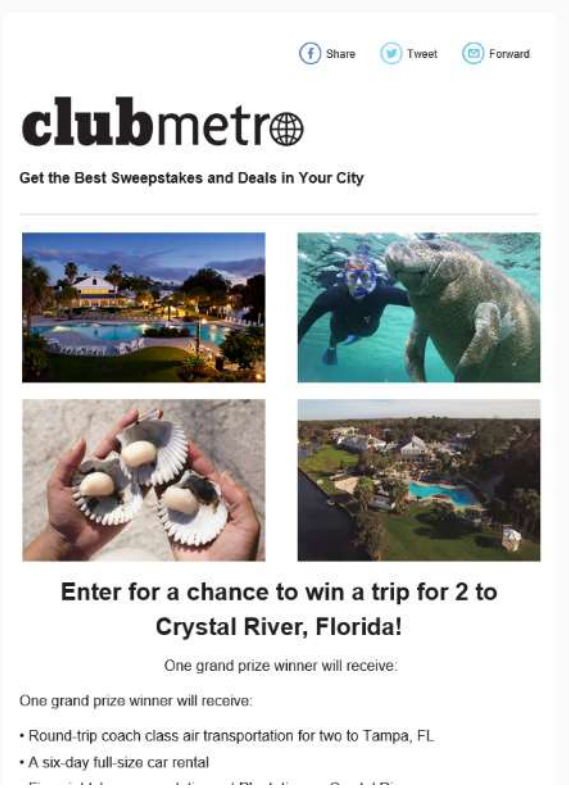
- incorporate your content seamlessly into **metro.us** – a truly engaging and non-interruptive user experience
  - Our writer will work with you on a quality piece of content
  - Your article will be promoted on metro.us homepage and section pages for 3 days
  - Your article will live forever on metro.us
- **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.



# metro sweepstakes

## new now hosted on metro.us




- 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 smart**mail'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 **university**send, **recruit**send and **motor**sent:

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