

An aerial view of a city skyline, likely New York City, with a prominent skyscraper (the Empire State Building) on the right. The entire image is overlaid with a semi-transparent green filter.

metro[®] media *kit* 2019

advertising@metro.us | 212.457.7735 | media.metro.us



metromedia® reaches
4+ million people
every month!

circulation 308,100
readership
daily 1,103,500
weekly 2,333,700
monthly 4,053,300

distribution points
geography

boston



71,600

189,500

316,600

476,200

800

suffolk, middlesex,
norfolk, essex, plymouth,
bristol

new york



166,100

627,100

1,290,900

1,947,800

1,100

manhattan, brooklyn,
queens, bronx,
westchester, north nj

philly



70,400

257,000

528,300

796,500

1,000

philadelphia,
montgomery, delaware,
chester, bucks, south nj



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don't miss out on metro's
exclusive audience:
84% of metro readers don't
read the times.

top circulated newspapers
in the us (000s) copies

1,005	wall street journal
606	usa today
476	new york times
308	metro [®]
247	washington post
233	los angeles times

% readers	metro	times	globe	inquirer
women 18+	59%	50%	54%	40%
median age	43.9	50.0	58.7	60.8
adults 18-34	29%	33%	17%	12%
adults 18-49	58%	50%	33%	31%
adults 21-54	69%	62%	41%	37%
adults 55+	28%	41%	59%	63%
employed or studying	75%	72%	60%	58%
parents of kids 18-	35%	21%	23%	18%

content solutions

section sponsorship and branded content

12 metro WIND

Get Together

YOUR WEEKEND MAIN STORY

Settle bid
The city of New York has approved a bid for a new stadium in the Bronx, which would be the largest in the world. The bid was submitted by a consortium led by the city and the state. The stadium is expected to be completed in 2017.

Archie Franklin IV's tenure
The former head coach of the University of Virginia has been named as the new head coach of the University of North Carolina. Franklin coached at Virginia for 15 years and has a record of 107-103-10.

African Festival of the Americas
The festival will be held in New York City from August 11-13. It will feature music, dance, and food from various African countries. The festival is organized by the African Cultural Center of New York.

St. Anthony's Festival
The festival will be held in New York City from August 11-13. It will feature music, dance, and food from various African countries. The festival is organized by the African Cultural Center of New York.

Termination Festival
The festival will be held in New York City from August 11-13. It will feature music, dance, and food from various African countries. The festival is organized by the African Cultural Center of New York.

Music
The festival will be held in New York City from August 11-13. It will feature music, dance, and food from various African countries. The festival is organized by the African Cultural Center of New York.

Kevin Fitz
The former head coach of the University of Virginia has been named as the new head coach of the University of North Carolina. Fitz coached at Virginia for 15 years and has a record of 107-103-10.

Artists for Humanity

THE BEST PART OF FACEBOOK ISN'T ON FACEBOOK

Get Together

Artists for Humanity is a non-profit organization that uses art to raise awareness for social issues. The organization has a Facebook page that has over 1 million members. The organization's Facebook page is the most popular in the world, with over 1 billion likes. The organization's Facebook page is the most popular in the world, with over 1 billion likes.

26 TRAVEL VISITFLORIDA

Key of the north

Discover the beauty of the north coast of Florida. The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns. The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns. The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns.

Back on the mainland
The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns. The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns. The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns.

Where to stay
The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns. The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns. The north coast is a beautiful area with white sand beaches, clear blue water, and historic towns.

Give normal a few days off.

Discover many, Give Island & Break and experience the many mini possibilities. Find your best beach yet.

PACK LIGHT. TRAVEL QUICK. Discover many, Give Island & Break and experience the many mini possibilities. Find your best beach yet.

VISITFLORIDA.COM

30 metro BET PA

Online numbers in NJ spike again in March

Sports betting trends

Preview: Nets vs. Sixers Game 2

Overall record: 50-41
ATS record: 33-48
O/U record: 43-43
Away/home: 31-40
LSD: 4-4
Betting trend: 11-11
Line: -5.5

Go to VSIN.com/free to sign up

metro BET 21

Tiger-mania takes over the sports betting world

Tiger makes one better \$1.19 million

Sixers-Nets Game 2 betting preview

POINT SPREAD WEEKLY

SUBSCRIBE TODAY FOR A TWO-WEEK TRIAL

VSIN

Go to VSIN.com/free to sign up

16 metro @ metro live

the GRUMBLE

FREE Live ENTERTAINMENT

FRIDAY, FEBRUARY 22

Color Me Bred | 8PM

metros horoscopes

1. Aries: The sun is in Aries, which is a sign of energy and action. Aries is a fire sign, and it is the first sign of the zodiac. Aries is a sign of leadership and courage. Aries is a sign of energy and action. Aries is a fire sign, and it is the first sign of the zodiac. Aries is a sign of leadership and courage.

2. Taurus: The sun is in Taurus, which is a sign of stability and security. Taurus is an earth sign, and it is the second sign of the zodiac. Taurus is a sign of patience and determination. Taurus is a sign of stability and security. Taurus is an earth sign, and it is the second sign of the zodiac. Taurus is a sign of patience and determination.

3. Gemini: The sun is in Gemini, which is a sign of communication and intellect. Gemini is an air sign, and it is the third sign of the zodiac. Gemini is a sign of curiosity and adaptability. Gemini is a sign of communication and intellect. Gemini is an air sign, and it is the third sign of the zodiac. Gemini is a sign of curiosity and adaptability.

4. Cancer: The sun is in Cancer, which is a sign of emotion and intuition. Cancer is a water sign, and it is the fourth sign of the zodiac. Cancer is a sign of sensitivity and compassion. Cancer is a sign of emotion and intuition. Cancer is a water sign, and it is the fourth sign of the zodiac. Cancer is a sign of sensitivity and compassion.

5. Leo: The sun is in Leo, which is a sign of confidence and charisma. Leo is a fire sign, and it is the fifth sign of the zodiac. Leo is a sign of pride and ambition. Leo is a sign of confidence and charisma. Leo is a fire sign, and it is the fifth sign of the zodiac. Leo is a sign of pride and ambition.

6. Virgo: The sun is in Virgo, which is a sign of practicality and organization. Virgo is an earth sign, and it is the sixth sign of the zodiac. Virgo is a sign of attention to detail and a desire for perfection. Virgo is a sign of practicality and organization. Virgo is an earth sign, and it is the sixth sign of the zodiac. Virgo is a sign of attention to detail and a desire for perfection.

7. Libra: The sun is in Libra, which is a sign of balance and harmony. Libra is an air sign, and it is the seventh sign of the zodiac. Libra is a sign of diplomacy and a desire for justice. Libra is a sign of balance and harmony. Libra is an air sign, and it is the seventh sign of the zodiac. Libra is a sign of diplomacy and a desire for justice.

8. Scorpio: The sun is in Scorpio, which is a sign of passion and intensity. Scorpio is a water sign, and it is the eighth sign of the zodiac. Scorpio is a sign of mystery and a desire for power. Scorpio is a sign of passion and intensity. Scorpio is a water sign, and it is the eighth sign of the zodiac. Scorpio is a sign of mystery and a desire for power.

9. Sagittarius: The sun is in Sagittarius, which is a sign of adventure and exploration. Sagittarius is a fire sign, and it is the ninth sign of the zodiac. Sagittarius is a sign of optimism and a desire for freedom. Sagittarius is a sign of adventure and exploration. Sagittarius is a fire sign, and it is the ninth sign of the zodiac. Sagittarius is a sign of optimism and a desire for freedom.

10. Capricorn: The sun is in Capricorn, which is a sign of ambition and hard work. Capricorn is an earth sign, and it is the tenth sign of the zodiac. Capricorn is a sign of discipline and a desire for success. Capricorn is a sign of ambition and hard work. Capricorn is an earth sign, and it is the tenth sign of the zodiac. Capricorn is a sign of discipline and a desire for success.

11. Aquarius: The sun is in Aquarius, which is a sign of innovation and progress. Aquarius is an air sign, and it is the eleventh sign of the zodiac. Aquarius is a sign of humanitarianism and a desire for change. Aquarius is a sign of innovation and progress. Aquarius is an air sign, and it is the eleventh sign of the zodiac. Aquarius is a sign of humanitarianism and a desire for change.

12. Pisces: The sun is in Pisces, which is a sign of imagination and compassion. Pisces is a water sign, and it is the twelfth sign of the zodiac. Pisces is a sign of sensitivity and a desire for love. Pisces is a sign of imagination and compassion. Pisces is a water sign, and it is the twelfth sign of the zodiac. Pisces is a sign of sensitivity and a desire for love.

1 metro NEWS

Jefferson Health leveraging innovative new brain cancer treatment

ASK JEFFERSON HEALTH

Jefferson Health is a leading provider of healthcare services. The company is committed to providing high-quality care and innovative treatments. Jefferson Health is a leading provider of healthcare services. The company is committed to providing high-quality care and innovative treatments. Jefferson Health is a leading provider of healthcare services. The company is committed to providing high-quality care and innovative treatments.

Your brain. Our expertise.

Top-ranked Neuroscience and Cancer Care for Brain Tumors

Jefferson Health

Wills and Mack Center | Sidney Kimmel Cancer Center

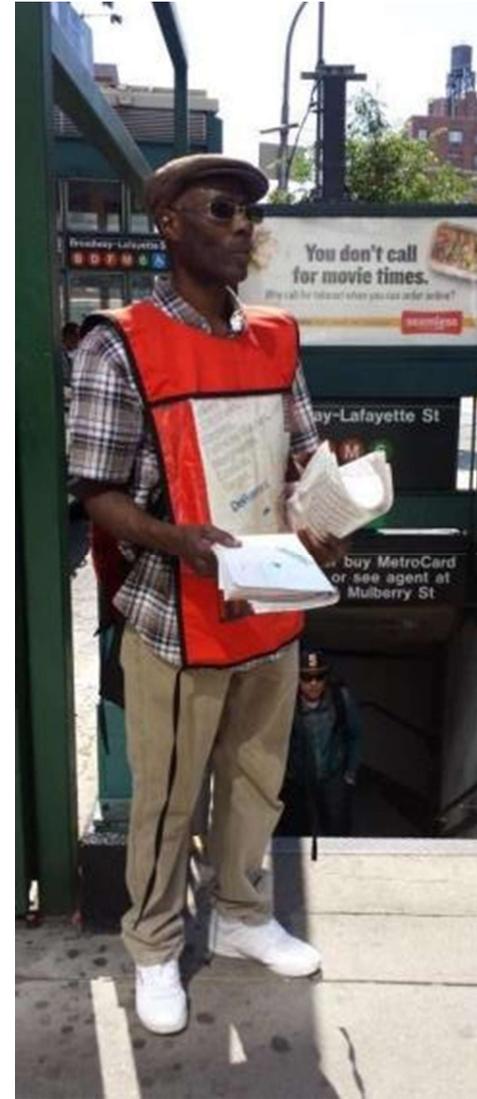
Call 1-800-3EFF-NOW or visit JeffersonHealth.org/BrainTumor

premium print solutions

cover wraps

get immediate attention

street marketing & premium distribution



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 | sweepstakes

latest monthly stats

users	1.4 million
sessions	1.6 million
pageviews	3.9 million
average duration	4:09
pages / session	2.41

native product offering:

- incorporate your content seamlessly into **metro.us** – a truly engaging and non-interruptive user experience
- amplify** your branded content across **nativeX** our extensive network of quality site such as Reader's Digest, Newsweek or Men's Fitness.

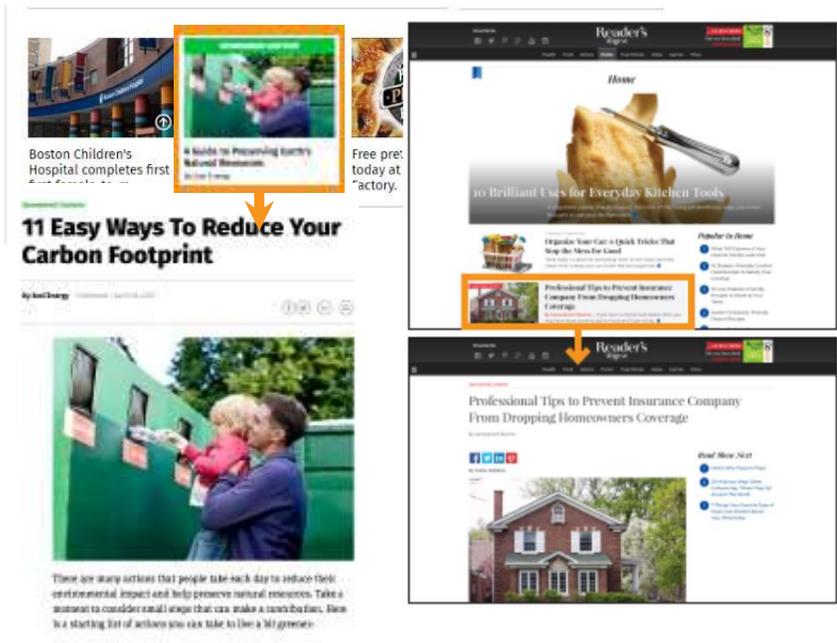
NEED TO KNOW ▶



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?



metroX reach extension program

delivering 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



PEOPLE

Who is the audience?

- Retargeting
- Run of Network
- Audience Targeting
- CRM Onboarding



PLACES

Where are they?

- Hyper-local/ Geo-fencing
- Mobile Location Retargeting



THINGS

What are they using?

- Video
- YouTube
- Device Targeting
- Social



THOUGHTS

What are they thinking?

- Contextual Targeting
- Programmatic Native
- Whitelist Targeting
- Private Marketplace

metro smartmail + send

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 **motorsend**:

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

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