

A purple-tinted photograph of the Philadelphia skyline, including the Comcast Center and the Liberty Bell Center, reflected in the water of a river or harbor. A bridge is visible in the foreground.

# metro<sup>®</sup> media *kit* 2019

[adsphilly@metro.us](mailto:adsphilly@metro.us) | 215.717.2600 | [media.metro.us](http://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

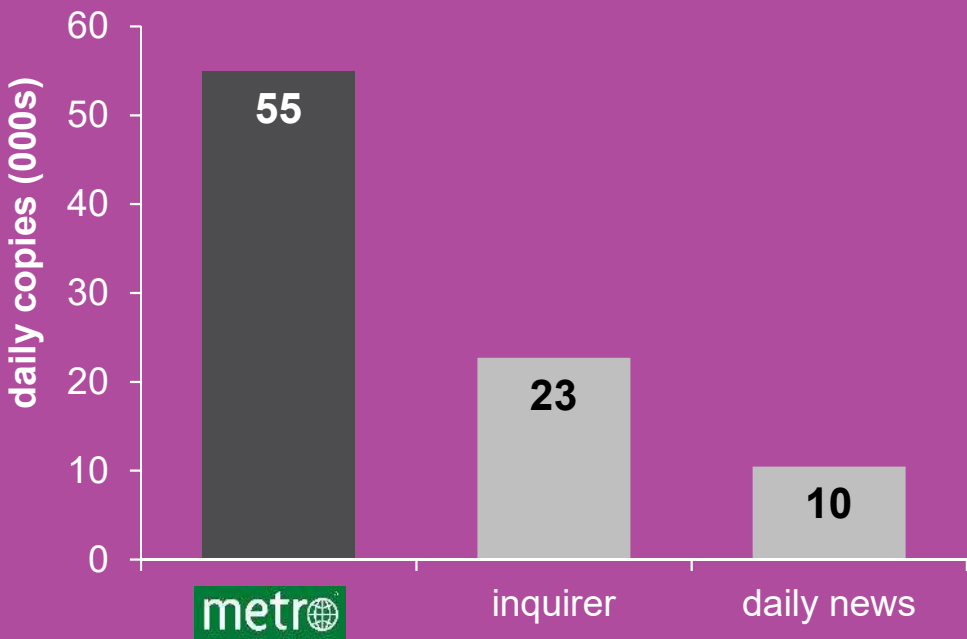
# metro philly

## circulation & audience



circulation	70,400
readership	
daily	257,000
weekly	528,300
monthly	796,500
distribution points	1,000
geography	philadelphia, montgomery, delaware, chester, bucks, south nj

circulation in philadelphia county\*  
(000s daily copies)




% readers	metro	daily news	inquirer
women 18+	53%	39%	40%
median age	46.3	53.8	60.8
adults 18-34	22%	7%	12%
adults 18-49	52%	33%	31%
adults 21-54	65%	55%	37%
adults 55+	34%	45%	63%
employed / studying	74%	62%	58%
parents of kids 18-	39%	26%	18%



## content solutions

section sponsorship and branded content



**THE BEST  
PART OF  
FACEBOOK  
ISN'T ON  
FACEBOOK**

**afn** Artists For Humanity  
Youth Organizations - All the World

**f** Get Together

© 2013 Facebook Inc. All rights reserved.

Give normal  
a few days off.

Pack light. Travel quick.  
Discover plenty. Give bland a break  
and experience the many more possibilities.  
Find your mini vacay at  
[VISITFLORIDA.COM](http://VISITFLORIDA.COM)

WISDOM  
THURSDAY, APRIL 20, 2007

METRO BET 21

GO TO **METROSPORTS** TO OAHN AN FIDE

in partnership with **VISN**

# Tiger-mania takes over the sports betting world

Winds is now the lionheart at all sporting events

## MEET ROBE

Robe is a sports writer who covers the world of sports betting and the world of sports.

Tiger-mania is now the lionheart at all sporting events. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

AP/WIDE WORLD

With the Tiger-mania taking over the sports betting world, the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

With the Tiger-mania taking over the sports betting world, the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

This is the first time that the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

Tiger makes one better \$1.50 million

With the Tiger-mania taking over the sports betting world, the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

With the Tiger-mania taking over the sports betting world, the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

This is the first time that the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

Tiger makes one better \$1.50 million

With the Tiger-mania taking over the sports betting world, the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

## Sports on TV Highlights

7:00 PM	NBA Basketball Boston Celtics vs. Philadelphia 76ers	on <b>ESPN2</b>
7:30 PM	NBA Basketball Los Angeles Lakers vs. New York Knicks	on <b>ESPN2</b>
7:30 PM	NBA Basketball Miami Heat vs. New York Knicks	on <b>ESPN2</b>
8:00 PM	NBA Basketball Los Angeles Lakers vs. New York Knicks	on <b>ESPN2</b>
8:30 PM	NBA Basketball Miami Heat vs. New York Knicks	on <b>ESPN2</b>
10:30 PM	NBA Basketball Los Angeles Lakers vs. New York Knicks	on <b>ESPN2</b>

## Sixers-Nets Game 2 betting preview

With the Tiger-mania taking over the sports betting world, the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

With the Tiger-mania taking over the sports betting world, the point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger. The point spread has been pulled out of the game, and the sports betting world is all about Tiger.

<b>NBA</b>
PHILADELPHIA 76ERS VS. NEW JERSEY NETS
7:30 PM
<b>NFL</b>
ATLANTA BRUINS VS. NEW YORK GIANTS
8:00 PM
<b>NFL</b>
ATLANTA BRUINS VS. NEW YORK GIANTS
8:00 PM

## POINT SPREAD WEEKLY

SUBSCRIBE TODAY FOR A TWO-WEEK TRIAL

Go to **VSN.com**/free to sign up

[illegible]

metro<sup>®</sup>media

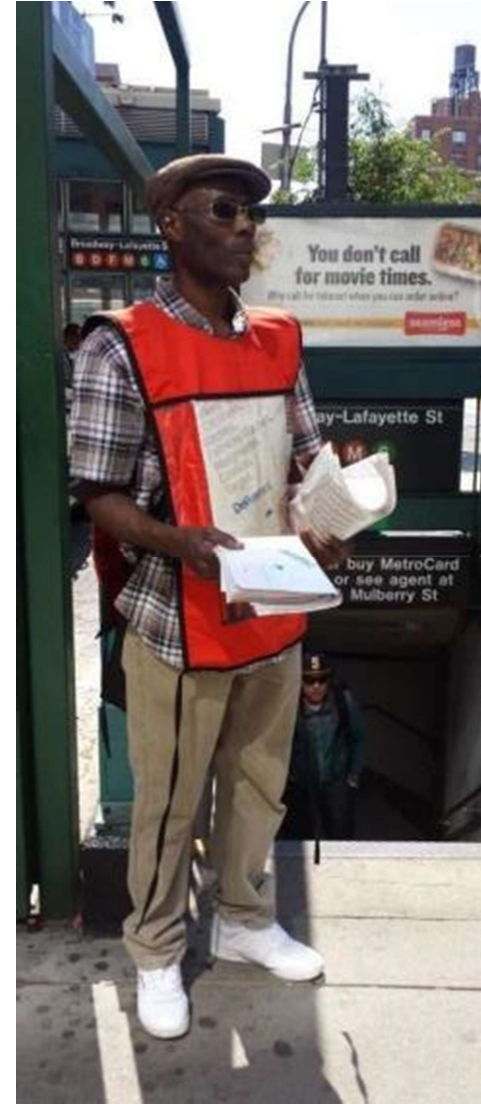
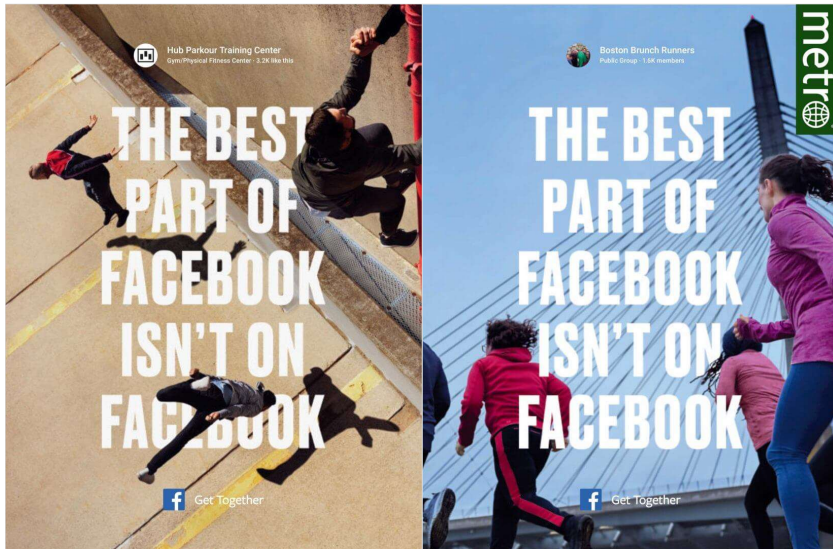


# premium print solutions

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.



NEWS ENTERTAINMENT LIFESTYLE SPORTS GAMES JOBS

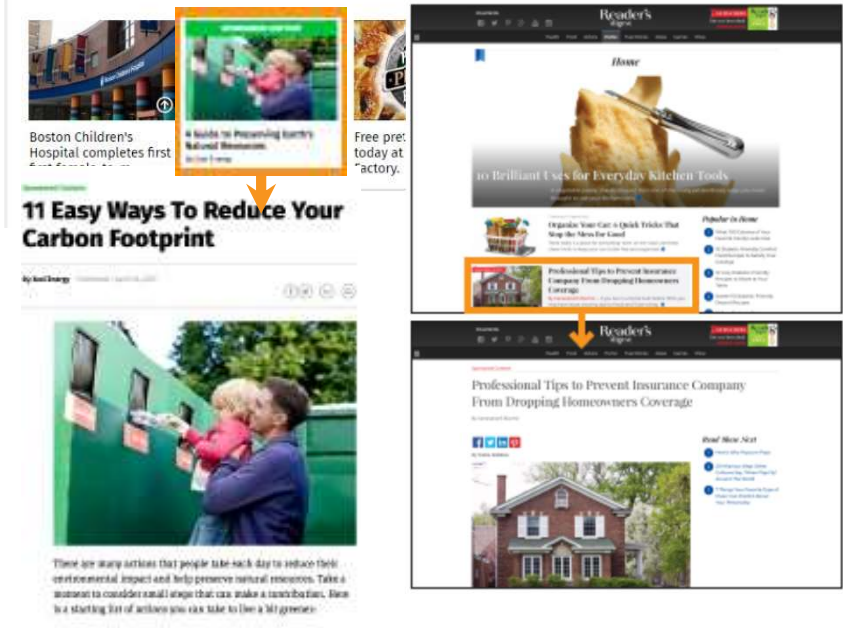
## NEED TO KNOW ▶



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?





# 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



A purple-tinted photograph of the Philadelphia skyline, including the Comcast Center and the Liberty Bell Center, reflected in the water of a river or harbor. A bridge is visible in the foreground.

# metro<sup>®</sup> media *kit 2019*

[adsphilly@metro.us](mailto:adsphilly@metro.us) | 215.717.2600 | [media.metro.us](http://media.metro.us)