



## holiday opportunities at metro boston

# 2016

metro's special holiday guides are back to highlight the best deals and gift ideas. don't miss out on the biggest sales opportunities of the year!

### black friday / cyber monday

#### november 22: black friday gift guide

metro's annual insider's guide, featuring a complete listing of black friday door busters. we'll highlight all deals and steals so that you can layout your perfect holiday shopping.

#### november 25: black friday edition

we'll provide the best strategy for surviving the intense shopping day and discuss whether or not black friday actually meets the hype.

#### november 28: cyber monday guide

we'll also give our readers a head start to their shopping with our cyber monday shopping guide. we'll provide coupon codes and cover those cyber deals you don't want to miss!

### holiday gift guides

#### december 1: holiday gift guide (1)

hostess gifts, stocking stuffers and diy food gifts.

#### december 8: holiday gift guide (2)

our haute holiday gift guide for him and her, packed with amazing gifts for all the special people in your life.

#### december 15: holiday gift guide (3)

still looking for that perfect present? we've got lots of smart, last-minute suggestions that are sure to please.

#### last year, metro readers spent:

**\$80 million** on clothing and shoes.

**\$33 million** on consumer electronics, cameras and tv.

**\$7 million** on fine jewelry.

**\$130 million** online.

Source: Nielsen Scarborough 2015-16 R1.

### don't miss out on the biggest sales opportunities of the year!

standard ads, front cover units, inserts, and online packages such as site skin, takeover and native articles on metro.us available.

## clubmetro<sup>®</sup>

be part of our special black friday and cyber monday club metro dedicated emails. if you have a deal or giveaway – we want to include your exclusive offer on our club metro site. ask your account executive for more details.