metro philadelphia at a glance

the metro model

**LARGEST IN PHILADELPHIA**

#1 newspaper in the city of Philadelphia

metro is the largest circulated newspaper in Philadelphia, with more copies distributed than the *inquirer* and the *daily news* combined.

**QUICK & INFORMATIVE**

15-20 min.

metro offers a print edition designed to be read in the time of the average morning commute, with concise web stories updated throughout the day.

**EFFECTIVE ADVERTISING**

print + digital platforms

metro’s focus on ad effectiveness, creative solutions and cost efficiency has made it a leader in print and digital innovation.

**READERSHIP GROWTH**

+15%

readership growth from last year

metro targets younger, active professionals within an engaging platform, in print and online at metro.us.

**distribution**

distribution points: 1,000+

daily circulation: 79,567

throughout Philadelphia county and the surrounding suburbs

**readership**

$75,300 average HHI* 64% aged 21-54 264,264 daily readers

54%/46% women/men 74% working or studying 49 median age


for advertising, contact sales at 215.717.2695 or adsphilly@metro.us

media.metro.us