metro arts previews

metro’s seasonal special section featuring dance, performing arts, music and more!

featured coverage

- notable art showings
- museum exhibits
- exhibition schedules
- highly anticipated performances
- concerts you won’t want to miss
- calendar listings: theater, dance, visual arts, museums and cultural events.

ask your account executive about including an exclusive deal or giveaway on clubmetro.

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

publishing dates

spring arts preview: march 8
summer arts preview: may 31
fall arts preview: september 13
winter arts preview: november 8

deadline: 7 days prior to publication

metro readers

Every week, 95,800 live theater fan readers reached.

39% more likely to attend a dance or ballet performance.*

58% more likely to attend a comedy club.*

1 in 4 visited an art museum in the last year.

source: nielsen scarborough 2017 r2 past 12 months.

*than the average bostonian.