



metro arts previews

2018

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.