

metro boston at a glance

the metro model

LARGEST IN BOSTON

#1

newspaper in boston

with **56,311** copies distributed in the boston city zone, **metro** is the highest circulation daily in boston.

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.

IMPRESSIVE REACH

20%

net weekly reach

every week, **metro** reaches **1 in 4** adults living or working in suffolk county — a target audience of young active professionals †.

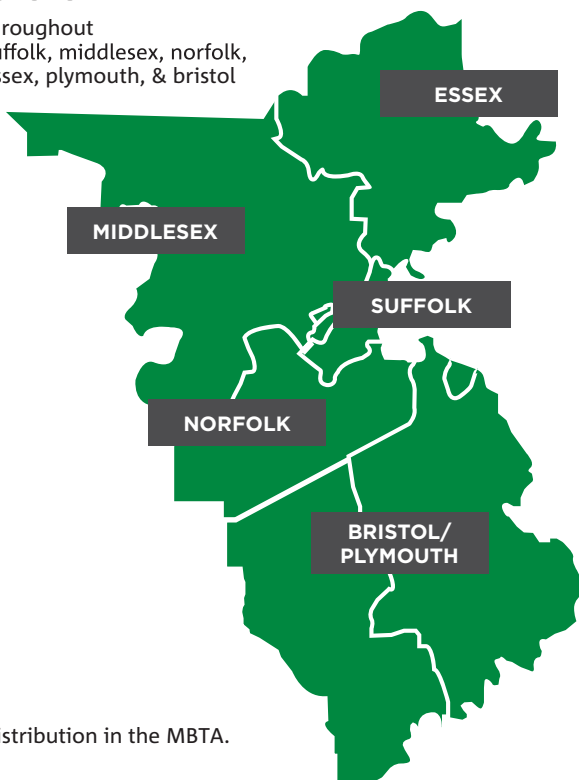
distribution

distribution points:

800+

throughout suffolk, middlesex, norfolk, essex, plymouth, & bristol

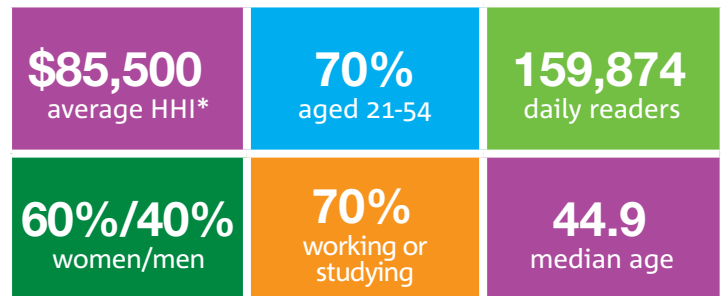
daily circulation:
56,311



Distribution in the MBTA.



readership



Source: AAM-CAC (Q2 2018), Nielsen Scarborough 2018 R1. Net combined reach.
* Employed † Integrated Newspaper Audience