



metro arts previews

2019

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.



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standard ads, front cover units, inserts, and online packages such as sponsorships, take over and native articles on metro.us available.

publishing dates

spring arts preview: **march 21**

summer arts preview: **may 30**

fall arts preview: **september 12**

winter arts preview: **november 14**

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.