

metro boston at a glance

the metro model

LARGEST IN BOSTON

#1

newspaper in
boston

with **57,752** 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

22%

net weekly
reach

Every week, **metro** reaches **22%** of all 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

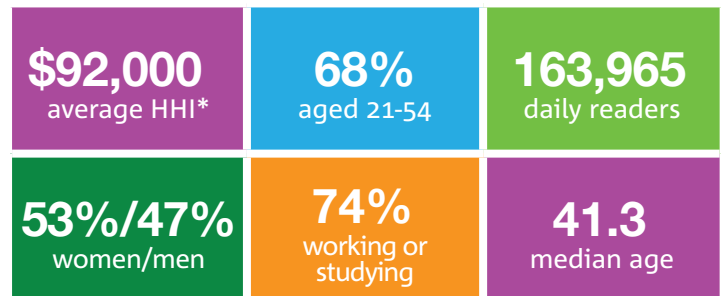
daily circulation:
57,752



Distribution in the MBTA.



readership



Source: AAM AR (Sep-18) Mon-Thu, Nielsen Scarborough 2017-18 R2
Integrated Newspaper Audience * Employed