

metro philadelphia at a glance

the metro model

LARGEST IN PHILADELPHIA

QUICK & INFORMATIVE

EFFECTIVE ADVERTISING

IMPRESSIVE REACH

#1

newspaper in the city of philadelphia

metro is the largest circulated newspaper in philadelphia, with more copies than *the inquirer* and *the daily news* combined.



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.



print + digital platforms

metro's focus on ad effectiveness, creative solutions and cost efficiency has made it a leader in print and digital innovation.

30%

net weekly reach in Philadelphia County

Every week, metro reaches 1 in 3 adults living or working in the city of philadelphia – a target audience of young active professionals. †

distribution

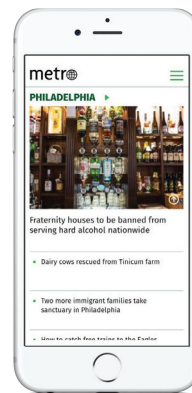
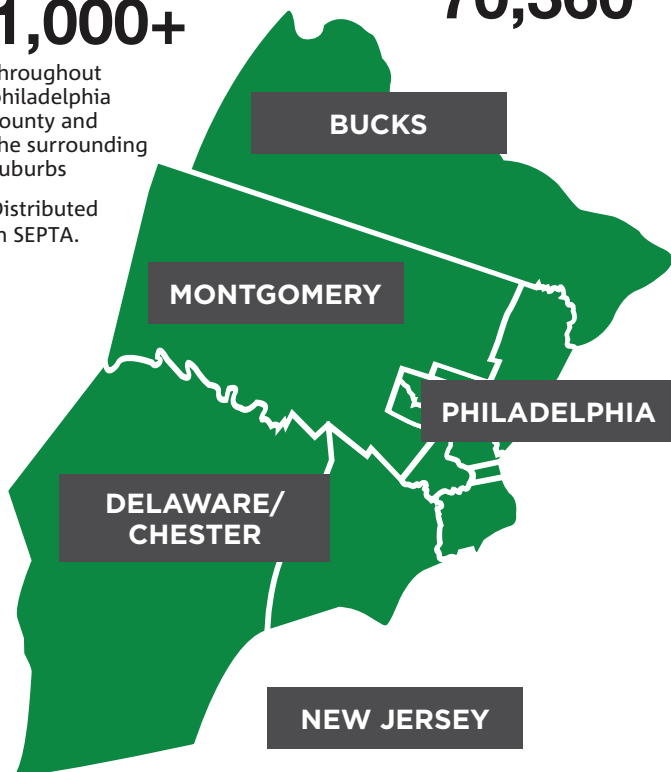
distribution points:

1,000+

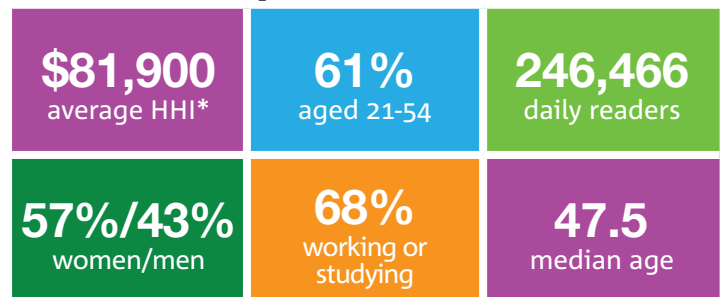
throughout philadelphia county and the surrounding suburbs

Distributed in SEPTA.

daily circulation: 70,360



readership



Source: AAM AR (Sep-18), Nielsen Scarborough 2017-18 R2. Net combined reach * Employed † Integrated Newspaper Audience