

# metro boston wknd at a glance

## the metro model

LARGEST IN BOSTON

# #1

newspaper in boston

with **71,644** copies distributed thursdays 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

# 1 in 5

net weekly reach<sup>†</sup>

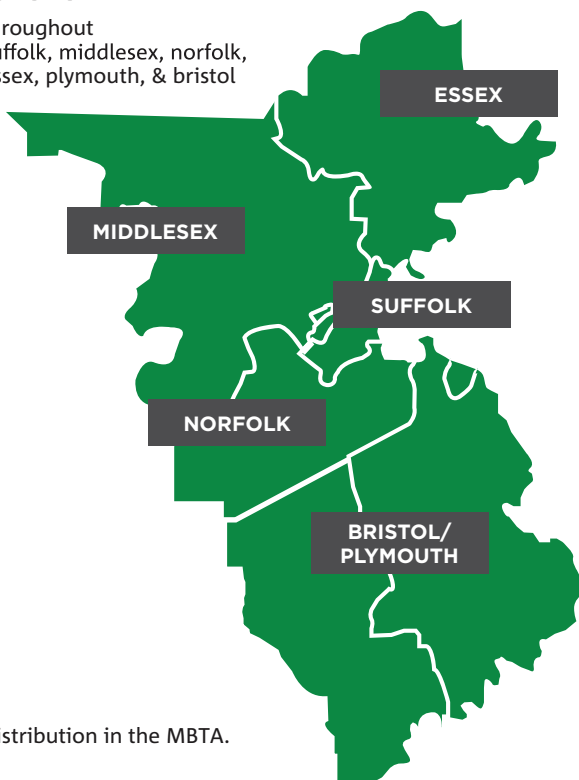
Every week, **metro** reaches **1 in 5** of all adults living or working in Suffolk county – a target audience of young active professionals.

## distribution

distribution points:  
**800+**

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

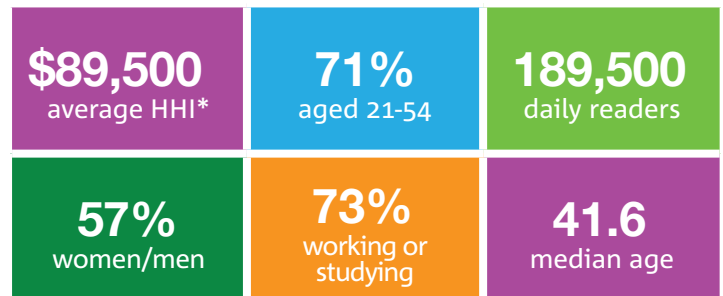
daily circulation:  
**71,644**



Distribution in the MBTA.



## readership



Source: AAM AR (2018)Thursdays average, Nielsen Scarborough 2019 R1, net combined reach \* Employed † Integrated Newspaper Audience