

# metro new york at a glance

## the metro model

LEADING IN NEW YORK

# #1

most-read  
free newspaper  
in new york

1.3 million readers in print and online at metro.us†, metro delivers more copies in nyc than the daily news and the post combined.

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 6

net weekly  
reach

every week, metro reaches 1 in 6 adults living or working in manhattan — a target audience of young, active professionals. †

## distribution

distribution  
points:

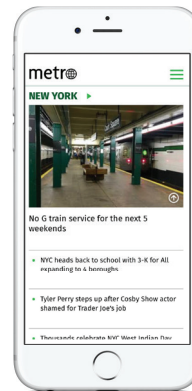
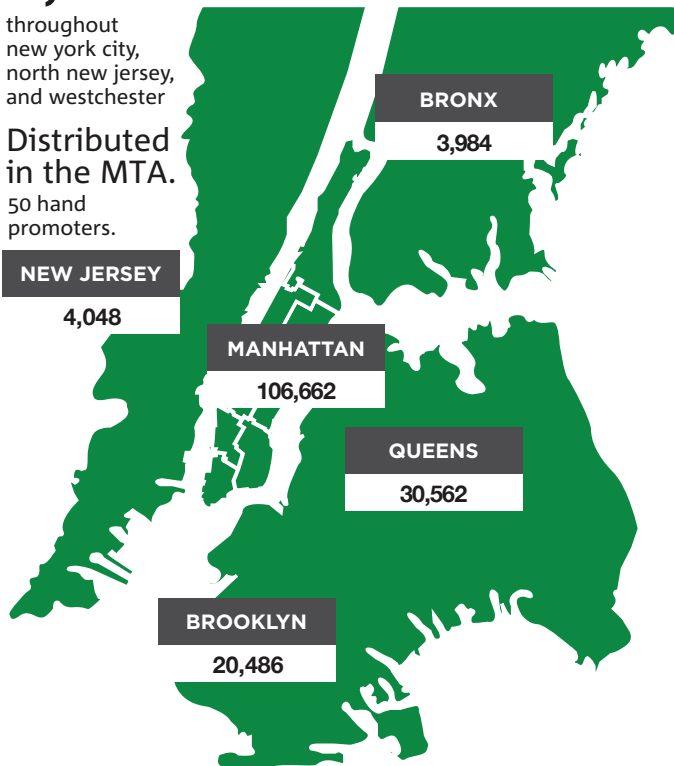
# 1,100+

throughout  
new york city,  
north new jersey,  
and westchester

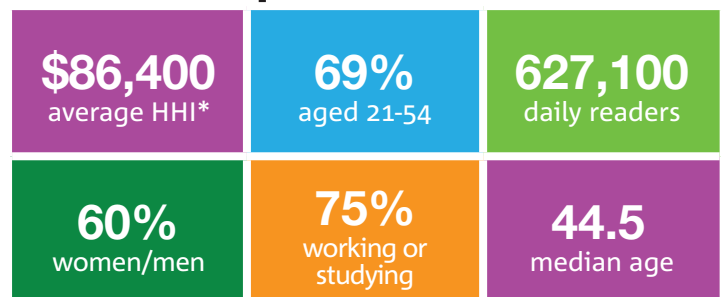
Distributed  
in the MTA.  
50 hand  
promoters.

daily circulation:

# 166,114



## readership



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