EVERYTHING YOU NEED TO KNOW

In the era of information overload, with news attacking us from dawn to dusk from all possible platforms, it’s easy to miss the big picture: What’s really important?

That’s why we created Metro — an intelligent summary of local, national, international, entertainment and sport news. Metro is free, and it’s distributed daily to busy commuters in big cities.

Our journalists know their young, active and metropolitan readers and adapt the content to their needs, serving it in a clean, crisp, concise and visually attractive format.

Metro is politically, commercially and religiously unbiased and is fundamentalist about only one thing: to help its readers understand the world better.

Metro is everything you need to know.

Source: Nielsen Scarborough 2013-14
**EDITORIAL FRAMEWORK**

Written for the aspirational, educated, young professional concentrated commuter markets.

<table>
<thead>
<tr>
<th>News</th>
<th>Entertainment</th>
<th>Sports</th>
<th>The Weekly Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local and world news, commentary, business, the environment...</td>
<td>Entertainment, arts, culture, music, theater, voices/reader, listings...</td>
<td>Sports results and game stories, plus the lives, fans and emotions behind the games...</td>
<td><strong>MONDAY:</strong> Careers &amp; Education • <strong>TUESDAY:</strong> Travel, Style • <strong>WEDNESDAY:</strong> Real Estate, Style • <strong>THURSDAY:</strong> Going Out, Style • <strong>FRIDAY:</strong> Weekend</td>
</tr>
<tr>
<td>Pipeline stirs safety concerns</td>
<td>Guzzling martinis with Lucille Bluth</td>
<td>Bruins nab 3-0 lead on late Game 3 goal</td>
<td><strong>MONDAY-FRIDAY:</strong> Health and Wellbeing Mind/Spirit, Parenting/Kids, Fitness and Dating</td>
</tr>
<tr>
<td>The 'Iron Man 3' workout</td>
<td>New York City is your oyster</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**METRO’S EDITORIAL IS DESIGNED TO SUIT THE COMMUTER LIFESTYLE – ALL THE NEWS, SPORTS AND ENTERTAINMENT OF THE DAY IN A QUICK, FRIENDLY FORMAT.**
METRO GUEST EDITORS & READER CONTESTS
Metro engages readers with unique, life-changing opportunities.

Guest Editor Lady Gaga

Guest Editor Karl Lagerfeld

Guest Editors for Earth Day Mark Ruffalo and Kyra Sedgwick

Guest Editor Richard Branson

Meet Justin Bieber Contest

Guest Stars Will and Jaden Smith

Justin Dowd, representing the US, won the Metro Race for Space!

Candidates submitted descriptions on why they were perfectly suited for a space mission to win a trip into space.

Candidates submit photos yearly to win a trip wherever Metro is published.
ENGAGING PLATFORM FOR A FAST-PACED LIFESTYLE

AWARD-WINNING DESIGN
Metro upgraded it’s design! It is still in full color and stapled.

WASHINGTON IS A ‘PEEPLES’ PERSON
The actress talks about blessings in disguise.

“AM I CRACKING UP?
AM I DOING SOMETHING THAT JUST BLEW YOUR MIND?”

WORLD’S LARGEST NEWSPAPER

COMMUNITY BASED CONTENT
on the issues that matter most to Metro readers.

UNDUPlicated AUDIENCE
Metro reaches an unduplicated audience of young, affluent, urbanites.

QUICK AND INFORMATIVE READ
Metro is designed to be read within the average commuter time.

INNOVATIVE ADVERTISING EXECUTIONS
Metro offers premium and integrated options for advertisement placement.

NEWS NOT VIEWS
Concise, unbiased editorial on subjects readers care about.

Rare cicada swarm to buzz New York
Summer bugs, the Brooklyn Bridge, classic TV and more, it’s a very New York topic.

“...They don’t do anything to people. They don’t sting or anything...”

90% of Metro’s news is produced by Metro journalists. Metro has a larger editorial staff worldwide than CNN.
METRO IS THE 4TH LARGEST US NEWSPAPER

<table>
<thead>
<tr>
<th>Top Circulated Newspapers in the US (000s) copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,356</td>
</tr>
<tr>
<td>1,157</td>
</tr>
<tr>
<td>681</td>
</tr>
<tr>
<td>557</td>
</tr>
<tr>
<td>400</td>
</tr>
<tr>
<td>397</td>
</tr>
</tbody>
</table>

Source: CAC Annual Report (Sep-13), AAM Snapshot (Mar-14). Average print circulation (Mon-Fri).
<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>NEW YORK</th>
<th>BOSTON</th>
<th>PHILADELPHIA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Launch Date</strong></td>
<td>2004</td>
<td>2001</td>
<td>2000</td>
<td>1981</td>
</tr>
<tr>
<td><strong>Circulation</strong></td>
<td>556,899</td>
<td>309,323</td>
<td>130,122</td>
<td>117,454</td>
</tr>
<tr>
<td><strong>Daily Readership</strong></td>
<td>1,174,817</td>
<td>691,215</td>
<td>246,947</td>
<td>236,655</td>
</tr>
<tr>
<td><strong>Weekly Readership</strong></td>
<td>2,684,380</td>
<td>1,436,193</td>
<td>451,944</td>
<td>471,708</td>
</tr>
</tbody>
</table>

**Distribution**
- 1,100 Distribution points
- 125 Promoters
- Manhattan, Brooklyn, Queens, Bronx, Westchester and North New Jersey.

- 700 Distribution points
- Promoters
- Suffolk, Middlesex, Norfolk, Essex, Plymouth, Bristol.

- 1,000 Distribution points
- Philadelphia, Delaware, Chester, Montgomery, Bucks and South Jersey Area.

- 1,250 Distribution points
- Philadelphia, Delaware, Chester, Montgomery, Bucks and South Jersey Area.

**Readers Profile**

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>NEW YORK</th>
<th>BOSTON</th>
<th>PHILADELPHIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults 18-34</td>
<td>32%</td>
<td>33%</td>
<td>41%</td>
<td>19%</td>
</tr>
<tr>
<td>Adults 21-54</td>
<td>70%</td>
<td>68%</td>
<td>66%</td>
<td>64%</td>
</tr>
<tr>
<td>Employed</td>
<td>74%</td>
<td>75%</td>
<td>77%</td>
<td>69%</td>
</tr>
<tr>
<td>Average HHI*</td>
<td>$88,200</td>
<td>$85,500</td>
<td>$100,800</td>
<td>$83,100</td>
</tr>
</tbody>
</table>

**Website**
- metro.us
- citypaper.net

**Magazines**
- The Downtown Momentum
- Discover Boston
- Summer Fun Guide
- City Guide
- Meal Ticket

STREET SMART, CONTROLLED DISTRIBUTION
Metro New York delivers its newspaper to the highest concentrated commuter markets.

309,323 Daily Copies
96% In NYC

- Concentrated, high-traffic locations across the market
- Maximum efficiency for minimal return
- A physical touch point with the consumer
- An integral part of your marketing strategy

Source: CAC Audit Report (Sep-13). Average Mon-Fri
A LEADING POSITION IN NEW YORK CITY

<table>
<thead>
<tr>
<th>Daily Copies (000s)</th>
<th>New York Daily News</th>
<th>New York Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>298</td>
<td>183</td>
<td>128</td>
</tr>
</tbody>
</table>

309,323 Daily Copies*

Source: CAC Audit Report (Sep-13), estimates based on AAM AR (Sep-13) & PS (Mar-14).
Average daily printed circulation (Mon-Fri) in 000s. New York City * Total
# REACHING THE YOUNG URBAN PROFESSIONAL

<table>
<thead>
<tr>
<th>Category</th>
<th>Metro NY</th>
<th>NY Times</th>
<th>NY Daily News</th>
<th>NY Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>51%</td>
<td>47%</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>Median Age</td>
<td>44</td>
<td>52</td>
<td>52</td>
<td>51</td>
</tr>
<tr>
<td>Adults 18-34</td>
<td>33%</td>
<td>24%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Adults 18-49</td>
<td>63%</td>
<td>46%</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Adults 21-54</td>
<td>74%</td>
<td>50%</td>
<td>55%</td>
<td>58%</td>
</tr>
<tr>
<td>Adults 55+</td>
<td>22%</td>
<td>43%</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Employed or studying</td>
<td>80%</td>
<td>73%</td>
<td>63%</td>
<td>67%</td>
</tr>
<tr>
<td>Parents</td>
<td>39%</td>
<td>30%</td>
<td>35%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Metro delivers the youngest audience in NYC!

Source: Nielsen Scarborough 2013-14 R2.
Metro enjoys an exclusive, dedicated audience that doesn’t read other (Monday-Friday) newspapers.

% Metro readers who DO NOT read...

- **BOSTON GLOBE**: 84%
- **NEW YORK TIMES**: 82%
- **PHILADELPHIA INQUIRER**: 82%
- **NEW YORK POST**: 80%
- **NEW YORK DAILY NEWS**: 65%

Source: Nielsen Scarborough 2013-14 R2.
PREMIUM FRONT POSITIONS

The Mast Banner and the Sky Box cannot run at the same time.
PREMIUM FRONT POSITIONS

Spadea: New York and Philadelphia Only

Spadea Sizes: 18.5” x 3.625” – 18.5” x 5.625” – 18.5” x 7.625”
CREATIVE FORMATS

Integrated Spread

Dossier Wrap

Sponsored Editorial
METRO MAGAZINES
COMPLEMENTING OOH

- We are distributed and consumed Out of Home.
- OOH’s long lead time and brevity can be inadequate for a timely campaign and detailed message.
- Metro resolves some of OOH’s shortcomings by delivering a timely message to a targeted demographic.
- Metro is a great way to reinforce or replace your OOH message.
COVER WRAPS

Available in Newsprint or Glossy, Full Run or Zoned to fit your campaign objectives.
USE METRO + OOH

• **Drive to Retail** – Metro names selected stores and price points, while outdoor *near* retail stores presents a reminder ad right before purchase.

• **Product Launch** – Build awareness through both media. Use Metro to provide detailed information about unfamiliar products.

• **Big Ticket Items** – OOH delivers top of mind awareness, but consumers need *all* the facts before a significant purchase. Metro can provide them.

• **Response** – OOH boosts the overall impression of the campaign. Metro provides the opportunity for coupons or direct responses.

• **Geo-Target** – Metro, like OOH, allows for hyper-targeting specific locations, zones, zip codes, neighborhoods, etc.
METRO’S BIGGEST, BOLDEST EXECUTION

Every day, metro reaches 1.2 million daily readers, but metro cover wraps reach even more!

Displayed on 2,200 Street Boxes all across New York City – like mini-posters for 24 hours.

Displayed on the front and back of 125 Metro promoters jackets at high-traffic locations at peak time (7-10am)

Metro Cover Wraps act as a mobile billboard – reaching commuters surrounding Metro readers

Standard media-planning software don’t take this into account, but fair estimate is that Cover Wraps reaches TWICE the number of Metro readers

Source: Nielsen Scarborough 2013-14
## Latest Stats

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>622,420</td>
</tr>
<tr>
<td>Sessions</td>
<td>776,393</td>
</tr>
<tr>
<td>Pageviews</td>
<td>2,431,977</td>
</tr>
<tr>
<td>Average Duration</td>
<td>7:47</td>
</tr>
<tr>
<td>Pages / Session</td>
<td>3.13</td>
</tr>
<tr>
<td>Male</td>
<td>62%</td>
</tr>
<tr>
<td>Female</td>
<td>38%</td>
</tr>
<tr>
<td>Age 18-34</td>
<td>48%</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>32%</td>
</tr>
<tr>
<td>Mobile</td>
<td>53%</td>
</tr>
<tr>
<td>Desktop</td>
<td>37%</td>
</tr>
<tr>
<td>Tablet</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Google Analytics (past 30 days as of 2/5/2015)
OMG: Katy Perry wrote an adorable email asking for Super Bowl advice from Bruno Mars

Katy Perry probably has a lot on her mind lately, but perhaps the biggest thing on her mind is this tiny, no big deal concert in front of millions...
NATIVE ADVERTISING
Incorporate your content seamlessly into metro.us and capture the metro audience with greater effectiveness.
MetroX extension program delivers engaging experiences at scale, across every screen. We build and optimize your campaigns, tailored to your specific needs on metro.us and across our extended network.

**metro.us campaign:** display banners on metro.us desktop, tablet, mobile & app; native advertising

**Premium News Network** - a private network of 1,900+ high-quality local newspapers, broadcast, magazine, and radio sites

**Extended Reach Network** - maximizes an advertiser’s presence in market at an efficient cost across a curated list of national websites.

**Advanced Demographic Targeting** - reaches users that match your targeted demo via 3rd party data.

**Topic Targeting:** delivers ads among relevant content that relate to selected topics such as sports

**Retargeting** - Reach consumers after they visit your website, serving them with ads as they visit other sites

**Monster Ad:** 300x600 ad units are high impact display units that run across a list of hand-selected, brand safe sites

**Mobile / Tablet Run of Network** - provides the ability to buy targeted and cost effective mobile ad inventory

**Hyper-local Mobile** - couples the GPS functionality to reach audiences based on their precise location e.g. stadium or arena

**YouTube True View** - run a video-format message in front of video content online in a pay-per-view model
THE NEW CLUB METRO

36,000 members

Opportunities for
- Dedicated Newsletters
- Sweepstakes
- Coupons
- Deals
360° PROMOTIONAL PARTNER

Metro can create a multi-platform promotion for your campaign and complement a larger program.

1. **Metro Cover Wrap:**
   4 pages (glossy stock available) completely wrap the day’s paper. It’s a big, bold execution that doubles as a mobile billboard.

2. **Metro Outdoors:**
   Display your message in strategic locations throughout the city – in Metro news boxes and with our branded promoters.

3. **Metro Online:**
   Dominate Metro’s site with a Home Page takeover, reinforcing your print message. Sponsored Tweets and Facebook posts are available for additional visibility.

4. **Metro Mobile:**
   A linkable mobile splash page delivers your message to Metro readers on-the-go.
ADDING METRO US WILL...

- Deliver your message to the right people in the right editorial environment.
- Increase your reach among young, active urban professionals.
- Benefit from our non-traditional, customized advertising solutions.
- Add impact where it matters with our unique distribution network.
- Extend the Metro morning experience to every daypart with the new Metro.us.

- Reduce your CPM and make your advertising dollars work harder.

metro® media