

92,515

metro newspapers are distributed daily

279,000

readers every day

45%

of readers are aged 15-34

1st

choice for the region's commuters

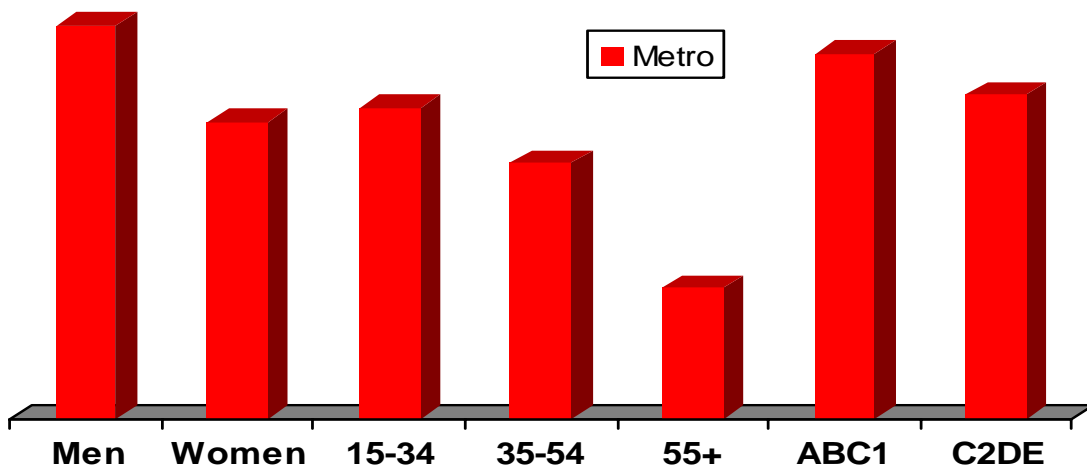
METRO

Circulation: 92, 515

Readership: 279,000

AUDIENCE

The Metro is ideal for reaching young urbanite consumers. Almost 55% of readers are aged 15-34.



Demography	Readers	Composition
Men	159,030	57%
Women	119,970	43%
15-24	72,540	26%
25-34	53,010	19%
35-44	61,380	22%
45-54	41,850	15%
55+	53,010	19%
ABC1	147,870	53%
C2DE	131,130	47%



Trinity Mirror Midlands

COVERAGE

Copies of the Metro are distributed on weekdays to commuters and at prime city centre locations such as Victoria Square and The Mailbox. This ensures that advertising in the title reaches consumers within Birmingham City Centre and outlying suburbs

Location	Copies
Birmingham	47,770
Wolverhampton	6,650
Coventry	4,975
Worcester	2,400
Walsall	5,550
Worcester	2,865
Dudley & Sandwell	7,650
Solihull	1,680
Nuneaton	2,000
Redditch	2,075
Kidderminster	850
Birmingham International Airport/ Station/ NEC	3,830
Rugby	1,000
Leamington Spa	1,300
Cannock/ Stafford	2,300
Tamworth	750
Lichfield	650
Warwick	500
Telford	1,025
Droitwich	225

Bus	64,767
Rail	25,038
Office/hotels/education	2,710



Trinity Mirror Midlands

IN PRINT ONLINE IN DEMAND