



**The Metro brand was launched in March 1999 as a London only free newspaper. It was designed to be a concise read containing bite-sized national and international news, wrapped around local information – entertainment previews, weather and travel.**

It now distributes 1.3 million copies in 16 urban areas across the UK every weekday morning and has over 3.7 million loyal, daily readers. Published by Associated Newspapers and with the South West franchise operated by Bristol News & Media, it delivers a young Urban audience.

The free newspaper style is now a worldwide phenomenon and we're the largest national free newspaper in the world. Add to that our website, [metro.co.uk](http://metro.co.uk) with over 4.7 million UK unique users, plus our mobile apps and Tablet Edition, and you will see how we have become one of the nation's top brands for Urbanites.

The South West edition has the news section as the rest of the UK but has its own entertainment section, Metro Life, to reflect what's going on in Bristol and other local towns & cities. It's distributed on public transport networks and in high-traffic commuter zones throughout the region, with the majority of copies picked up from Metro bins or racks.

Metro has the youngest audience profile of all the major newspapers. With an average age of 36 they have no commitments and can therefore be considered cash rich. They tend to be early adopters of new trends and technology and have a love of brands. They are time starved people that enjoy working hard and playing hard.

# FREE METRO

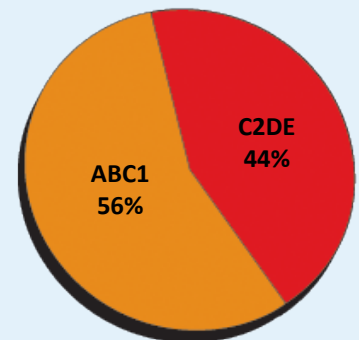
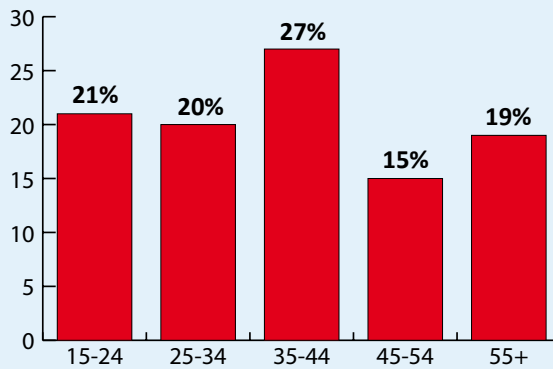
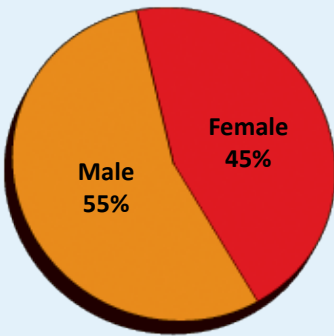
Reach a young & upmarket audience with Metro

Circulation  
**30,577**

abc Feb 2012

Readership  
**92,000**

NRS



## Distribution Area

The South West edition of Metro covers the key regional towns & cities of Bristol, Bath, Gloucester, Cheltenham, Swindon and Weston-super-Mare. Distributed at key commuter hot spots it is sure to get into the hands of your target market.

Distribution Point	Copies
Bus Depots	16,422
Office/Business/University	1,961
Railways	7,938
Street AM Activity	4,956

