



Mobile

Brand for local and global news

MARKET OVERVIEW:

Metronews.fr mobile is the online support of the free newspaper, primarily intended for commuters who travel in and out of business districts of major cities daily, mainly during rush hour. **Metro France** was launched in 2002 and is today the second most read daily newspaper in France.

The journalists from Metro produce interactive and smart contents to illustrate the news. Since 2012, metro has changed its method to develop the digital content of Metro. The journalists work all day to produce new and interactive content for the website. This evolution is adapted to the new method of consumption of the media; consumers are always looking for the latest breaking news and for interactive content.

	Metronews mobile
Unique Visitors (per month) Mediametrie Net Rating mobile January 2016	2,546,000
Impressions OJD – February 2016	57,688,035

PROFILE & CONTENT:

17% of French people are targeted by Metro each month and the main target is the 25-49 age bracket. The audience is mainly masculine (54%) and AB+ represent 34%.

Metro has designed innovative concepts and operational strategies to create the conditions for a successful match between a brand, a product and its consumers and prospects.

ADVERTISING RATES 2018:

Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

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