



Free daily newspaper



MARKET POSITION:

Metro company was founded by Per Andersson in 1995 and started as a subsidiary of the Modern Times Group along with Viasat Broadcasting. On 28th July 2011, Metro International S.A. ("**Metro**") announced that it had sold its shares in Metro France to Télévision Française 1 ("TF1").

Metro is a free newspaper, primarily intended for commuters travelling in and out of financial districts in major cities, mainly at rush hour. **Metro France** was launched in 2002 and is today the second most read daily newspaper in France.

		Metro	20 minutes
Total Circulation	OJD Septembre 2013	745 924	939,365
<u>Readership</u>			
ONE (total readership)	2013	2 601 000	4 239 000

EDITORIAL PROFILE:

2 923 000 French people read **Metro** every day, of which 78% are regular readers. 17% of French people are targeted by Metro each month and the main target is the 25-49 years old. **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:

		Format	Price in €
Metro / 4 colour	National	Full Page	119,700 €
		Opening DPS	239,400 €
		1/4 page	53,300 €
		1/8 page	36,200 €
	Paris	Full Page	66,700 €
		Front Banner	45,300 €
		1/4 page	28,050 €
		1/8 page	19,500 €

TECHNICAL SPECIFICATIONS:

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