

The Metro Section

The New York Times

SUNDAY, JULY 22, 2007

Do You **metro**?

The World's Largest Global Newspaper

An effective platform for reaching over 550,000 readers who are young and active professionals not reached by traditional media.

Metro readers are...

Loyal

48% read 5 out of 5 issues of Metro weekly

63% read 4 out of 5 issues of Metro weekly

Pop Culture Addicts

68% consider Metro's entertainment section their favorite in the paper

Resourceful and Efficient

79% love Metro for its convenience

Career Focused

80% are Professional Managerial

Source: 2007 Metro NY BA Study; Metro Life Panel; eDigital INC.

- Median age: 38
- HHI average: \$103,543
- Total value of current portfolio: \$715,430

Source: Scarborough Total R1 2007

For advertising opportunities please contact

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metro



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As a business owner I'm always on the go. I enjoy Metro because it keeps me updated on all things New York—sports, fashion, entertainment and politics.